

It is Better to ‘Air’ on the Side of Caution than be Frustrated and Flat



Frank Avila

Today, roadways seem more treacherous with the increasing amount of traffic and continuous construction. It seems inevitable that some form of debris will cross your path; whether you are on the highway, freeway, turnpike, or just down the street from your home. This is where tire and wheel protection is a smart and sensible benefit to our customers.

However, in the business office, most people think that tire and wheel damage is something that happens to someone else. Then, they find themselves sitting in the dealership’s service department glaring at a pricey invoice for their tire and wheel repairs, and in hindsight, “Oh, that tire and wheel coverage could have saved the day...and my wallet.” The importance of tire and wheel coverage has changed from an optional afterthought item to a valuable peace-of-mind protection.

Presenting a Road Hazard Protection program to a customer is as easy as asking, “On your way to the dealership, how much debris did you come across on the road/highway?” Or, “How many potholes do you have to avoid on your way to work each day?” Some business managers use a damaged wheel and tire with a repair order or something as simple as a jar full of nails and screws as a visual aid during their presentations. This can really drive home how expensive this kind of damage can be to a customer without a Road Hazard Protection program. Other dealerships even have this type of visual aid in customer waiting areas to generate additional interest and sales. If your office space does not allow for that, make sure to have some photographs and repair orders from actual cases that have come into your dealership. As with any presentation, a proper interview will set the backdrop when painting the picture for the customer to relate to.

In closing, make sure your customers understand the cautionary tale of electing not to protect their tires and wheels, as well as the out of pocket expense and inconvenience it brings. Today’s roadways are overrun with tire treads, debris, potholes, and other unusual objects that have to be dodged daily. So, encourage your customers to heed your words before they find themselves on the side of the road with a flat and frustrated instead of peaceful and protected.

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