

## Certificate for Repair, Refund, or Replacement Program

**Ensure every customer is offered and understands the value of our Certificate Program**

### **The Value**

Our Certificate Program gives Our Customers the ability to quickly refund or replace a tire damaged as a result of a road hazard or manufacturer defect for no additional cost at any of our locations. This program creates customers for life by providing Peace of Mind and reduces the possibility they will have an unexpected tire expense.

### **Expectations**

Look for opportunities to share and ensure every customer understands the value of our Certificate Program.

#### **Always:**

- Refer to certificates as "Certificate for Repair, Refund, or Replacement."
- Offer certificates on new tire purchases, BOPIS orders without certificates, and qualifying OE or competitor tires.
- Explain the value of certificates.

#### **Do Not:**

- Deviate on other product or use promo codes to sell certificates, it devalues the program.
- Refer to certificates as: 'warranty' or 'insurance.'

### **Explaining the Value**

There are many ways to explain the value, including:

- Using personal experiences.
- Using the Providing Peace of Mind Board.
- Sharing that 97.1% of our customers said they would purchase them again.
- Sharing "in the moment" certificate situations in your store.

**Offering  
Certificates**

You can offer Certificates during CES:

Phase 1 – Building the Relationship	<p><b>During VTV:</b>            Especially, if a road hazard or manufacturer defect is identified.</p> <p>If you find a qualifying problem, let the customer know what you have discovered and ask them if they have certificates.</p> <table border="1" data-bbox="693 454 1411 591"> <tr> <th colspan="2"><b>Demonstrate Empathy</b></th></tr> <tr> <td colspan="2">           "I am so sorry to hear about your tire issue and I am glad you were able to drive here safely. Did you purchase certificates?" Explain if needed.         </td></tr> </table> <table border="1" data-bbox="693 612 1411 802"> <tr> <th><b>If they...</b></th><th><b>Then...</b></th></tr> <tr> <td>have certificates</td><td>let them know that our Certificate Program has them covered</td></tr> <tr> <td>do not have certificates</td><td>explain their value so that you have positioned the customer well for when they purchase tires</td></tr> </table> <p>Always assure the customer that we will get them taken care of.</p>	<b>Demonstrate Empathy</b>		"I am so sorry to hear about your tire issue and I am glad you were able to drive here safely. Did you purchase certificates?" Explain if needed.		<b>If they...</b>	<b>Then...</b>	have certificates	let them know that our Certificate Program has them covered	do not have certificates	explain their value so that you have positioned the customer well for when they purchase tires
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Phase 3 – Personalize the Recommendation	<p>Use the Customer History in the POS for background information so you can personalize your recommendation. Have they purchased certificates for these or previous tires? If so, did they redeem the certificates? Regardless, offer certificates to every customer every time.</p> <p>Use this information along with what you learned during Phase 1 CES to personalize your recommendation.</p> <p>Present the customer a personalized recommendation with certificates that includes all aspects of the customer's needs to keep them safe. Keep it simple.</p> <p>For example,            "Mr. Hernandez, the tires, certificates for free replacement, installation, fees, and taxes brings us to the low price of \$998.58. What do you think?"</p> <p><b><i>At this point, STOP and let the customer absorb the information and make their decision.</i></b></p>
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**Overcoming  
Objections**

Some customers will be unable to purchase certificates. If the customer raises an objection, take the time to listen with empathy and create Peace of Mind. Use this opportunity to do the following:

Objection	Solutions
Price	<ul style="list-style-type: none"> <li>Compare and contrast other recommended tire options. It is a small amount now to avoid a higher, unexpected expense later.</li> </ul>
Price and Value	<ul style="list-style-type: none"> <li>Paying for certificates protects our customers' investment. If a customer uses them once, they break even; if they use it twice or more, they are saving beyond the cost of the certificate and seeing a return on what tires would have cost in this situation without them.</li> </ul>
Lack of Value	<ul style="list-style-type: none"> <li>Review our Providing Peace of Mind Board and restate the value of our certificates reducing unexpected expenses for all vehicles (including AWD and 4WD).</li> <li>Involve other Trusted Experts in the Showroom.</li> </ul>

**Service  
Benediction**

During the Service Benediction, if the customer purchased tires and did not purchase certificates, we have another chance to sell it just by asking, "I see you went without our certificates, is that something we went over with you?"

Sometimes having a second person recap a conversation surrounding it will really drive home the value and help the customer make the right decision for them.

**Additional  
Information**

For more details, please refer to the [Certificate](#) page on Tires.com.

**Contacts**

If you have questions or concerns, speak with your manager.