

Discount Tire Card

**Every customer
Every time**

Offer the Discount Tire Card to provide the most Inviting, Easy, and Safe tire and wheel purchase and service experience in the world.

SAFETY: “Our first consideration is the safety of our customers.” - Bruce T. Halle.

The Discount Tire Card provides options to ensure customers leave in the safest position possible.

CARING: Listen to your customers and understand their immediate and true needs.

Offering a Discount Tire Card is another way you can show we care and are here to get them **Taken Care Of**.

The Discount Tire Card provides financial peace of mind, with easy monthly payments at zero interest when paid in time, plus 5% off today and every purchase in the future.

When to offer the Discount Tire Card:

Every customer has the right to know we offer credit and easy monthly payments. Using the POS, over the phone, or the apply your way QR code, offer the DT card to all customers. Shopping for tires, wheels, accessories, wiper blades, and yes rotations, flat repairs, and air checks. Remember to use your personality and have **FUN**.

How to offer the Discount Tire Card:

After building the relationship with your customer, you have earned the right to share the benefits and **5% savings on every purchase**. By scanning the QR code the customer is empowered to apply their way when they choose.

Below are some examples of how the best do it.

When quoting a price, use the POS calculator.

Let your customer know the monthly payment and payment period.

Synchrony Card Payment Estimator	
Promotional Period:	6 Months
Estimated Monthly Payment:	\$78
Sub Total:	434.40
Sales Tax:	28.31
Grand Total:	462.71

“The total comes to \$78 per month for six months or \$462.71.”

When closing out the sale:

“Would you like to put this on your Discount Tire card today?”

NOTE:

The Discount Tire Card cannot be used for deposits, special orders, or layaways. It may only be used for same day purchases with installation. To maintain the customer's commitment, a \$25 deposit will be required with an alternate credit card. At the completion of the sale the alternate card can be refunded, and the full amount charged to the Discount Tire Card, or the remainder of the purchase can be charged to the Discount Tire Card.