

Discount Tire Direct - Questions and Answers

Question	Answer
Installation: What do I charge a customer to mount and balance the tires they purchased from DTD?	Treat tires purchased from DTD as you would treat tires purchased directly from your store. Customers are to be charged \$19 per tire on all sizes for lifetime mounting and balancing including new rubber stems. Follow Best Practices for TPMS.
Road Hazards: A customer came in today with a road hazard adjustment, but they purchased their tires and certificate from DTD. What should I do?	Make that customer's day! Any certificate purchased from DTD can be redeemed at any DT or AT company location.
Adjustments: A customer came in today needing a DTD tire adjustment (Manufacture or Customer Concession). What should I do?	Treat this customer as you would one of your own. Adjust the tire and make a customer for life! Any tires that need to be returned to the factory should be sent through your local adjustment center. A Store can adjust any tire DTD sells regardless of where it is purchased.
Product (Tire, Wheel) Problems: A customer came in today with a problem with product that was purchased from DTD (damaged, fitment, doesn't like, etc.). What should I do?	Take ownership of this customer. Do whatever you would normally do to fix the issue, making sure the customer leaves safe, and satisfied.
Price Matching: A customer came in today with a price from DTD that they wanted me to match, but my computer price was much higher. What should I do?	DT/AT will meet any competitor's price, so of course you should match a DTD price.

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Repairs, Rotations: A customer came in today with tires purchased from DTD. He needed a repair and rotation. What should I charge?	No charge! Use the free service to make them your customer. Assure this customer that you'd like him/her to see you before buying from DTD again because you'd like to earn their business!
Certificates: Can we sell certificates on tires purchased at DTD?	Yes – Similar to our OE deal, "Make Your Tires Ours!" Offering Certificates on the tires purchased from DTD is a great way to create future business.
Ship to Store: A DTD customer wants to have tires shipped direct to my store, how does that work?	If the customer places their order over the phone, a DTD representative will call the Store Manager or Senior Asst. to notify. The DTD agent will share the customer's information with the store manager along with product info and estimated delivery date. An email with a screenshot of the customer's invoice will also be emailed to both the store and the manager's inbox. The manager will be cc'd on a "thank you" email to the customer that will remind them to set up an appointment for install. On rare occasions, customers may purchase via the web and include the physical address of store for delivery. If they fail to mention on their order that product is being delivered to a Discount Tire store, we currently have no way of identifying those. DTD makes every effort to avoid this, but current limitations prevent DTD from being 100%. If tires show up unannounced, please contact DTD and work together to ensure a wonderful unexpected customer experience.
Purchase from Store: Why doesn't DTD just tell the customer to buy direct from the store?	Quite often they do! However, in today's world of internet commerce, the buying habits of some customers have changed. Once they are in your store, give them an unexpected experience and make them your customer for life!