



220

TIRE BASICS

STEVE SHAW UNIVERSITY

esqu

SELLING

VS



BUYING

WHICH IS BETTER **BUYING OR SELLING**

BUYING MOTIVES

FEAR OF LOSS

_____ %

AVERAGE CLOSING
RATIO _____ %

HOPE FOR GAIN

_____ %

_____ + _____ = SALE



HOW TO...

2 PHRASES THAT CREATE THE NEED

1.

2.



3 STEPS TO BUY

1.

2.

3.



CLOSING APPROACH

SIMPLE

YES / NO

ASSUME THE SALE

OPTIONS - EITHER OR



2

TIRE BASICS



TIRE SIZE

P215 / 65R15 89H

P: P-Metric (passenger) / LT - Light Truck

215: Section width in millimeters (MM)

65: Sidewall aspect ratio or ‘% of the section width’

R: Radial design

15: Wheel diameter in inches

89: Load rating

H: Speed rating or Performance Rating



LOAD INDEX

The Load Index is defined as:

The load index tells you how many pounds a tire can safely carry. Multiply the load carrying capacity by the number of the tires on the trailer.

Load Rating	(lbs.)	Load Rating	(lbs.)
71	761	91	1356
72	783	92	1389
73	805	93	1433
74	827	94	1477
75	853	95	1521
76	882	96	1565
77	908	97	1609
78	937	98	1653
79	963	99	1709
80	992	100	1764
81	1019	101	1819
82	1047	102	1874
83	1074	103	1929
84	1102	104	1984
85	1135	105	2039
86	1168	106	2094
87	1201	107	2149
88	1235	108	2205
89	1279	109	2271
90	1323	110	2337

LOAD RANGE 89 _____ X _____ = _____



PERFORMANCE RATING

SPEED RATING | PERFORMANCE RATING

	MAXIMUM SPEED		TYPE / VEHICLE TYPE
L	 75mph	120 km/h	 Off-Road & Light Truck Tires
M	 81mph	130 km/h	 Temporary Spare Tire
N	 87mph	140 km/h	 Temporary Spare Tires
Q	 99mph	160 km/h	 Winter 4x4
R	 106mph	170 km/h	 Heavy Duty Light Truck
S	 112mph	180 km/h	 Family Sedans & Vans
T	 118mph	190 km/h	 Family Sedans & Vans
U	 124mph	200 km/h	 Sedans & Coupes
H	 130mph	210 km/h	 Sport Sedans & Coupes
V	 149mph	240 km/h	 Sports Cars
Z	 149+mph	240+ km/h	 Sports Cars
W	 168mph	270 km/h	 Exotic Sports Cars
Y	 186mph	300 km/h	 Exotic Sports Cars
(Y)	 186+mph	300+ km/h	 Exotic Sports Cars



TIRE MAINTENANCE

WHAT WE REALLY NEED TO KNOW

1. _____

2. _____

1 of _____ TIRES REQUIRE REPLACEMENT

RULE OF THUMB

\$ 1.00 IN TIRE SALES = _____ RELATED SALES



PROPER TIRE MAINTENANCE

1. _____

2. _____

TIRE MANUFACTURERS REQUIRE ANNUAL SERVICE

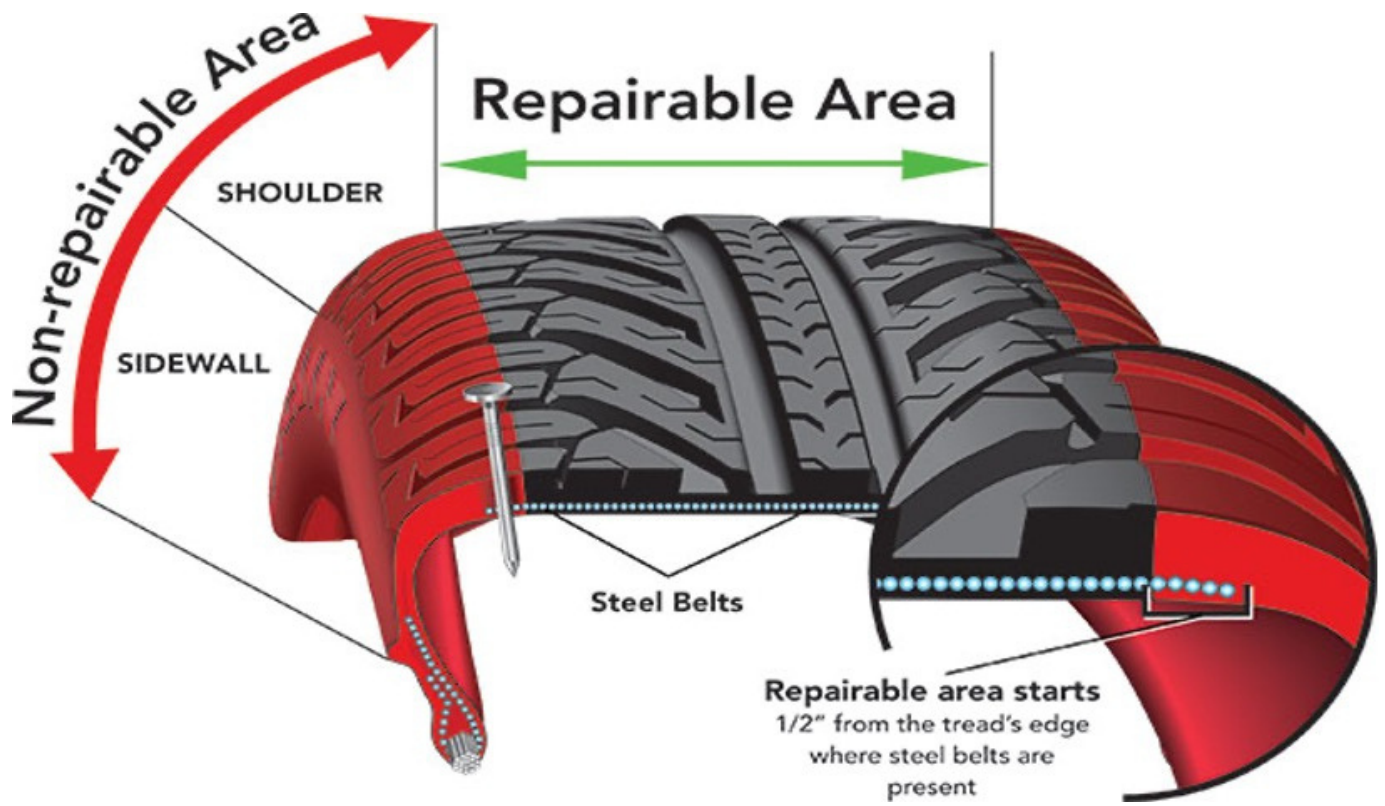
1. **ROTATION** _____

2. **BALANCE** _____

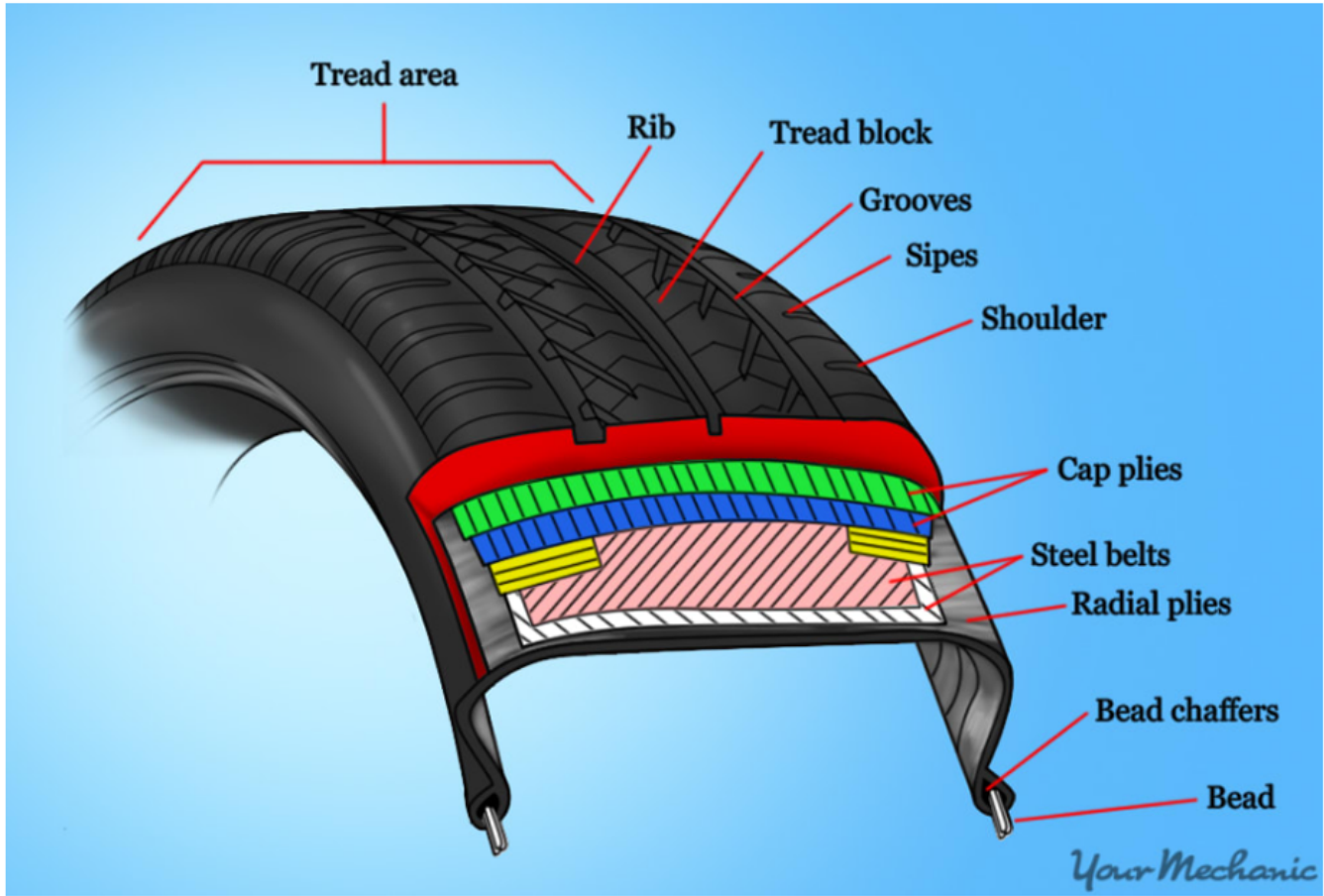
3. **ALIGNMENT** _____



TIRE REPAIR



COSTCO VS DEALER





US VS THEM

DISCOUNT TIRE OFFERS

WE OFFER



3

BUYING TIRES

1. REQUIRES ATTENTION

2. FAILS INSPECTION

3. OPTIONS - PRICE

OPTIONS - CLOSE



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