



Talking to Your Customers

Step 1: Believe it yourself!

Before you can sell any product with confidence, your entire team needs to realize the benefits. We suggest that you inflate the tires on your personal vehicle with nitrogen as well as the tires of all your employees. Once you and your employees experience the benefits of nitrogen inflated tires, you will be confident in recommending this valuable service to any and all of your customers.

Step 2: Know the benefits for your customer

Nitrogen maximizes: 1) Fuel efficiency 2) Tire life 3) Safety

Step 3: Memorize a quick ROI (return on investment) statement

- 1) Always start with a question like; “How often do you check your tire pressure?”
- 2) Remind them that nitrogen is not flammable and is used by NASCAR, Indy and the US Military.
- 3) Use this simple example:
 - a. Most people spend \$2,250 a year on fuel (\$3.00 per gallon/20 mpg for 15,000 miles).
According to several studies, nitrogen can save you 3% a year, that’s \$68 in savings.
 - b. Your tires will last about 20% longer. Not only will that save you money but it also means fewer scrap tires.
 - c. Under inflated tires account for 50-80 deaths per year and over 10,000 accidents. For that reason alone it’s worth getting nitrogen.

Step 4: Remind your customers that while nitrogen will help maintain proper tire pressure 3-4 times longer, they still need to check their tire pressure on a regular basis and come back for top-offs when needed.

Step 5: A common concern is what to do if nitrogen isn’t readily available for a top-off. Let your customers know that maintaining a proper tire pressure is the most important, so fill with air when you have to and when you are near a nitrogen filling station again have them remove the moisture and oxygen that was added.

Step 6: Remember, it is not about the nitrogen. Removing oxygen from a tire and replacing it with nitrogen also means less damage to inner liners, steel belts and rims due to oxidation and condensation. Therefore, it can be deduced that just as you pay for bottled water (water with impurities removed), it is within reason to charge for nitrogen tire inflation.