

5 Best Practices for Turning TPMS into a Profit Opportunity

Make TPMS service an opportunity to grow your business by following these five steps:

1. Find opportunities to make customers aware that their vehicle has TPMS, even if their vehicle is in for an unrelated service.
 - ✓ Check tire pressure & let them know if the vehicle has TPMS.
2. Whenever a tire comes off the vehicle, add a charge for the service kit.
3. Instill a mindset with your people to sell TPMS and educate customers on this new technology. Show them a sample sensor to explain the repairs you're making.
 - ✓ "Mr. Smith, if you didn't have TPMS, I'd just replace a rubber valve stem. Instead, I have to remove the sensor and replace this seal, nut and cap.
4. When replacing a sensor or performing a tire rotation, add a charge for the system relearn.
 - ✓ Know what the local car dealerships, tire chains & tire shops charge – it's very likely you can do it for a lot less!
5. Stock service kits and source sensors from your local parts supplier.
 - ✓ Dorman is your TPMS supplier offering a complete program of:
 - ✓ TPMS Sensors
 - 2 Piece Sensor Design
 - Follow 100% Factory Relearn Procedures
 - Work with all existing TPMS Tools
 - ✓ Service Kits
 - TPMS Replacement Hardware Tech Tray (Fits Original & Aftermarket Sensors)
 - ✓ Service Tools
 - Designed for the proper torque of TPMS hardware
 - ✓ Replacement Parts
 - Ford Banded Sensor