Tire & Automotive Repair

TIRE INDUSTRY CLOSING % REPORT

Sales Call Closing % Analysis

TIRES

INDUSTRY
Tire & Auto Repair

TIME PERIOD
January 1, 2017 – June 1, 2026

PRODUCT
Tires

OF SALES CALLS
100,095

OF COMPANIES
27

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Molloy Business Development Group (BDG) is a recognized leader in sales call analysis, reporting, training, and coaching.
We provide these periodic reports to assist business owners and operators in steering their companies into the future, as this is the primary focus for most entrepreneurs — creating a new future for themselves, their employees, and their customers.

By thoroughly reviewing this report, you will gain valuable insights into the sales conversations taking place within the tire and auto repair industry, as well as those occurring within your own business.

My claim is that all commerce within the tire and auto repair industry — and indeed all industries — happens through language.
Business is conducted through millions of conversations between company representatives, vendors, and customers. Therefore, to truly understand your business, you must gain a clear understanding of how effectively your team communicates, especially about the future, both internally and externally with vendors and customers.

In this report, I aim to present a new perspective — what we refer to as **"language KPIs."** By now, you are undoubtedly familiar with traditional Key Performance Indicators (KPIs) and metrics. You likely have access to up-to-date data on the thousands of transactions taking place in your business each year. You track your margins on products like tires, brakes, oil changes, and labor, and generate monthly profit and loss statements. While these metrics are vital, it's highly probable that 99.999% of businesses do not have any meaningful data regarding the language and conversations happening within their companies daily, weekly, or monthly. Yet, it is these conversations that generate everything — revenue, culture, mood, reputation — within your business. Understanding and assessing this language is essential. Would you agree?

> For 43 years, I have been fascinated by the study of language and communication. Additionally, having been a partner in Procare Automotive — a chain of over 100 tire and auto repair stores — I've had firsthand experience in the tire industry. This led me to write a book titled *The Language of Commitment*, available on Amazon. Furthermore, my team and I have developed proprietary software to analyze conversations and generate actionable insights, which are highlighted in this report.

What's more, we have created unique training protocols and automation tools designed to enhance employee communication skills and leverage training investments, which can significantly improve sales, revenue, and the overall culture of a business. Our mission is to help businesses understand the pivotal role of language and communication, as reflected in the data we present in this TIRE report. We will follow up this effort with reports on BRAKES, ALIGNMENTS and other essential product categories.

Now, let's dive in.

Sales Opportunities and Closing Percentages

In most busy tire and auto repair stores, the phone rings thousands of times each month with sales opportunities. Customers call to schedule appointments or request price quotes for tires, brakes, alignments, and other services. Additionally, there are numerous walk-in sales opportunities. But what is your store's closing percentage on these opportunities? And how many sales opportunities do you get every month? Many dealers find it challenging to track due to the sheer volume and the day-to-day demands of the business. Today, phone calls remain the primary source of sales, followed by electronic leads (web, text, email), and finally, walk-ins.

While most dealers have a robust point-of-sale (POS) system that provides detailed data on past transactions, they often lack insights into the real-time interactions and conversations that are happening. This is where our report comes in.

Below, we summarize the closing percentage data for tires and in the next report to be published we'll look at brakes.

TIRES

Our nationwide study of over 100,000 sales calls across all products and services found that the national closing percentage for tire sales appointments is just **34.6%.** This figure comes from a sample of 27 tire and auto repair dealers, representing 64 stores. To date, we have analyzed 7,300 tire-related sales calls and over 100,000 sales calls in total, covering all products and services.

Here's what this means regarding tires: Out of 7,300 potential tire-buying customers, only 34.6% (or 2,525 customers) scheduled appointments, while **4,774** continued searching elsewhere. This resulted in approximately **$4.3 million** in lost revenue for the companies in our sample.

The Price Shopper Phenomenon

One of the most significant factors we've observed and studied over the past 22 years is the impact of price shoppers on closing percentages. These are customers who begin the conversation by requesting a price quote for tires.

Here's what happens when they do that:

In the same study, we found that when a customer initiates the conversation by asking for the price of a set of tires, the closing percentage drops dramatically to **16.7%.** This occurs in **40.1%** of tire sales calls. In other words, in over 40% of tire calls, 83.3% of customers don't schedule an appointment after receiving the price quote as the first move by the service advisor.

This same phenomenon applies to other products and services such as brakes, alignments, and oil changes, which will be detailed in the ensuing reports.

"If You Want to Understand Your Business, You Must Understand Communication"

As the data shows in our reports, this price shopper trend holds true across all products and services. When a customer starts the conversation by requesting a price, most sales staff lose confidence and simply provide a price. While some employees excel in these situations, most struggle.

Let's explore individual salesperson performance.

Individual Salesperson Performance

In our analysis of two companies with 71 salespeople, we found the following:

- **Company A** has a tire closing percentage of 40%, while Company B's is 42%, both exceeding the national average.
- **For price shoppers,** Company A has a closing percentage of 28%, while Company B has 18%, again both outperforming the national average.

Regarding individual salespeople:

- **Company A** has 13 out of 28 salespeople closing over 50% of tire sales calls.
- **Company B** has 16 out of 43 salespeople with tire closing percentages of 50% or higher.

Some salespeople even achieve over 60% closing rates:

- **Company A** has 4 salespeople closing over 60%, while Company B has 8, with 3 exceeding 70%. One salesperson in Company B closes an astonishing 87% of tire sales opportunities.

While many salespeople perform well with tire sales and price shoppers, the majority in the industry struggle a lot, hence the low national average.

The Role of Price Shoppers

A tire dealer cannot grow without attracting new customers, especially price shoppers — customers who may not have a regular service provider and begin the conversation by requesting a price. In many cases, these customers are vulnerable, unsure whom to trust, and are listening for signs of trustworthiness in the conversation.

Building Trust

Customers may ask for prices or technical information, but they are listening for trust. They may not openly express vulnerability, but in the background, they are feeling it. Whether their car isn't working or they're anxious about an upcoming trip, they need help but cannot admit their vulnerability unless they trust the service provider.

Next Steps

To elevate your closing percentages, you need to focus on developing your employees' ability to build trust and make commitments. My book, *The Language of Commitment*, explores this in detail.

In reviewing this report's data, consider the following:

- As a business owner, your two primary tools for growth are physical action and communication.
- Every dollar earned is a result of commitments exchanged between your sales staff and customers.
- Your business outcomes are directly tied to these exchanges of commitments.

A New Approach

When I managed 100 stores and over 1,000 employees, we had traditional KPIs but no insights into the millions of conversations driving the business. We were essentially flying blind. Today, technology allows us to analyze all the sales conversations in real-time, and tools like our CallMaxPlus and SalesMaxPlus platforms provide immediate, actionable insights.

For example, in June 2024, one of our clients wanted to know how often his sales team discussed payment plans with customers. Within 24 hours, we discovered that only 5% of sales calls included a mention of payment plans. Two months later, that figure rose to 45% due to targeted coaching based on real time data.

Conclusion

Having language KPIs is no longer optional; it is critical to your success. Without them, you are flying blind. Start generating language KPIs, like I'm describing here, and everything will change for your tire business.

To learn more, and have access to all the data from this 100,095 sales call study, schedule a discovery session with the Molloy team at **www.molloysales.com.**

Multi-Client Price Shopper / Price Dump Closing Rate Comparison

The following table presents data from **57,467 sales calls** across 17 service and product categories from **January 1, 2017 through June 1, 2026.** It compares each category's overall closing rate against the price shopper closing rate and the price dump closing rate — showing clearly what works and what does not in sales conversations.

Period: January 1, 2017 – June 1, 2026				Report Date: July 1, 2026		
Disposition	Overall Sales Opp	OverallClosing Rate	Price ShopperSales Opp	Price ShopperClosing Rate	Price DumpSales Opp	Price DumpClosing %
AC Price Request	1,577	**63%**	369	**34%**	33	6.1%
Alignment Price Request	3,628	**59%**	1,089	**35%**	155	1.9%
Auto Glass	860	**39%**	422	**20%**	2	0%
Battery Price Request	526	**66%**	112	**25%**	10	0%
Brake Price Request	2,832	**62%**	1,022	**36%**	85	0%
Flat Repair Price Request	3,320	**87%**	144	**74%**	7	0%
Inspection	4,820	**72%**	127	**25%**	8	13%
Lift Kit	92	**24%**	43	**16%**	5	0%
LOF Price Request	10,924	**81%**	1,089	**42%**	143	0.70%
Retail Tire Price Request	5,115	**35%**	1,954	**17%**	206	0.49%
Roadside Price Request	72	**51%**	9	**11%**	1	0%
Service Price Request	21,841	**67%**	4,176	**34%**	267	1.9%
Struts and Shocks Price Request	275	**45%**	104	**30%**	3	0%
Tire Rotation-Balance Price Request	1,050	**78%**	164	**49%**	22	0%
Transmission Price Request	244	**46%**	76	**25%**	4	25%

Used Tire Price Request	192	**7.8%**	28	**7.1%**	3	33%
Wheel Price Request	99	**27%**	13	**7.7%**	3	0%
Total	**57,467**	**—**	**10,941**	**—**	**957**	**—**

Key Findings From This Data

- Retail Tire Price Requests close at only 17% when the customer asks for price first — vs. a 35% overall closing rate. This gap alone costs dealers millions annually.
- LOF Price Requests drop from 81% overall to just 42% when price is asked first — a 39-point drop from a single conversational misstep.
- Price Dump Closing Rates are near zero across virtually every category. Dumping a price to end the conversation works approximately 0–2% of the time.
- Flat Repair Price Requests have the highest overall closing rate at 87% — and still drop to 74% when customers lead with price.
- 57,467 price-related calls produced 10,941 price shopper interactions — nearly 1 in 5 calls begins with a customer asking for a price.

Reports Available for Download:

Report #1: Client Disposition Report — 100,095 sales calls
[Download Link]
https://drive.google.com/file/d/1s8tAZ0ZCbPIHToNTgV9VZm7sCtC0FGJC/view?usp=sharing

Report #2: Multi-Client Price Shopper Comparison — 57,467 sales calls
[Download Link]
https://drive.google.com/file/d/1Clc6pcE6oLmUF9_nb42MI_5N1hWGMtg6/view?usp=sharing

Key Report Metrics:

Closing %	Percentage of sales opportunities closed for appointments.
Employee Commit %	Percentage of employee-generated commitments.
ICHYWT%	Frequency of the phrase “Yes, I Can Help You With That!”
CC%	Frequency of offering a choice of appointment times.
Tagged	The number of calls we analyzed.
APT	Appointments made.
Price Shopper Close Rate	The appointment closing rate for appointments when the customer’s first request is for a price.
Price Dump Closing Rate	The appointment closing rate when the salesperson simply offers or dumps a price to get off the phone. (It doesn’t work!)