

MECHANIC ROSTER

ACADEMY / STUDY BOOK

Tire Fitment & Consultative Sales

Verify fitment and application, compare tire choices transparently, explain maintenance, and recommend products without pressure.



Scan to continue this course online and find more Academy training.
<https://mechanicroster.com/index.php/academy/tire-fitment-consultative-sales>

How to use this book

Read the lessons, work each example, then complete the practice questions before checking the answer explanations. Write your evidence and next step in the exercises. Training examples are not vehicle service specifications.

Mechanic Roster Academy is independent.

Edition 2026.10.15 | Free to download and print with branding retained.

Before you begin

Basic tire identification. Mounting, inflation and wheel service require suitable equipment and supervised training.

Learning objectives

- Check fitment before recommending a tire.
- Connect customer use to compatible choices.
- Explain a complete installed price and documented tradeoffs.
- Record the selected option and required delivery checks.

Course contents

Establish fitment before price

Discover needs and compare compatible options

Build a complete tire proposal

Deliver the service and maintenance plan

Worked shop cases / Practical worksheet / Practice assessment / Answer explanations / Further study

Establish fitment before price

Start with vehicle identity, the tire placard, current approved fitment information and what is actually installed. A tire that physically fits a wheel is not necessarily suitable for the vehicle. Confirm size, load capacity, speed category, wheel compatibility, axle configuration and any special requirements. Staggered front/rear sizes, run-flat systems, directional or asymmetric patterns and TPMS can affect the proposed service.

Read markings as a system rather than choosing by appearance. In a size such as 225/55R17, the numbers describe nominal section width, aspect ratio and rim diameter; they do not alone establish load capacity or approval for a specific vehicle. The service description adds load index and speed symbol. Use manufacturer tables and the approved application guidance rather than guessing from a higher-looking number.

Check whether the vehicle or tire manufacturer requires particular matching, circumference or replacement practices, especially on certain all-wheel-drive applications. Do not invent one tread-depth difference for all drivetrains. Record current sizes and conditions at each position before recommending how many tires to replace.

Fitment gate

A customer requests the least expensive tire in the same diameter. Before quoting it as a valid option, verify the full size and required ratings, wheel/application compatibility and any axle or drivetrain requirements. Price comparison comes after the candidate passes this gate.

A tire's sidewall pressure marking is not automatically the vehicle's recommended operating pressure. Use the applicable vehicle placard and approved fitment guidance. Explain any nonstandard application through the proper manufacturer information.

Build a compatibility gate before a sales comparison

Confirm the vehicle, approved tire/wheel configuration, relevant load and speed requirements, use conditions and manufacturer restrictions. Load index is a code associated with load capability under specified conditions; it is not the tire's recommended inflation pressure. Speed rating describes a rated capability under defined conditions, not permission to drive at that speed. A physically mountable tire is not automatically an appropriate replacement.

Identify staggered fitment, directional requirements, drivetrain matching guidance and any other application-specific constraints. A same-size tire with a different service description may fail the compatibility gate. Use the applicable manufacturer data instead of choosing by inventory availability or the largest advertised number alone.

Document the basis

Record the selected specification source and the candidate product's relevant markings. If an alternative size or configuration is proposed, obtain the proper fitment and load/inflation guidance before presenting it as equivalent. Do not ask the customer to select among options that have not yet been established as suitable. Compatibility is a prerequisite, not an optional premium feature.

Establish compatibility before presenting options

A sales conversation begins with the vehicle and application requirements, not the product with the highest margin. Verify the required size and position-specific fitment, relevant ratings and any restrictions from vehicle and tire information. The existing tire may be wrong for the vehicle, so copying its sidewall is not a complete fitment check. A staggered arrangement requires separate attention to each axle or position.

Ask how the customer uses the vehicle and which priorities matter: ride comfort, operating conditions, towing or load use, budget and expected service. Those preferences help compare compatible choices; they do not override the required fitment. If a proposed alternative requires additional technical confirmation, say so before quoting it as an approved substitute.



- 1 Record each tire separately
- 2 Measure several positions around the tire
- 3 Keep the lowest reading and its location
- 4 A wear pattern is a clue, not a diagnosis
- 5 Inspect damage and verify the vehicle pressure specification

MECHANIC ROSTER

Compatibility comes before preference Read the tire and vehicle information together. The illustration is a teaching aid, not an approval of a particular replacement size, rating or rotation pattern. Concept illustration; use the vehicle-specific procedure for service.

Try it before reading the answer

A less expensive tire has the same nominal size but a different relevant rating. Is equal size enough to approve the substitution?

Worked answer and reasoning

No. Verify all applicable requirements and permitted substitutions using the relevant vehicle and tire information. Price and one matching size field do not establish full compatibility.

Discover needs and compare compatible options

Ask about climate, annual mileage, highway versus local use, wet-weather concerns, noise, comfort, towing or loading and budget. The purpose is to find a suitable choice, not steer everyone to the highest margin. Confirm that the person understands how different priorities can involve tradeoffs.

Compare only compatible products. Use documented information for warranty terms, intended application, availability and relevant performance claims. Do not present a treadwear number or marketing phrase as a precise promise of miles on this particular vehicle. Maintenance, use and warranty conditions matter. A higher price alone does not prove every performance attribute is better.

Offer a small, understandable set of choices. For each, explain why it fits the customer's needs, the meaningful tradeoff, the total installed cost and timing. If a requested option does not meet the application requirements, explain the specific incompatibility rather than dismissing the customer's budget.

Consultative recommendation

A commuter prioritizes wet-weather confidence and a firm budget. Present compatible alternatives using verified product information and complete prices. Explain any difference in warranty terms, availability or ride characteristics without promising impossible grip or a guaranteed lifespan.

Do not manufacture urgency. If the inspection found damage or insufficient tread under the applicable guidance, show that actual evidence. If replacement is optional or a future plan, say so. Honest priorities build repeat business better than fear-based language.

Discover the customer's actual trade-offs

Ask about typical distance, road conditions, climate, load, comfort preferences, noise sensitivity and budget. Distinguish occasional use from routine demands. Avoid leading questions that merely steer toward the highest-margin product. Summarize the customer's priorities and confirm you understood before comparing options.

Compare only compatible products using relevant, supportable attributes. Separate manufacturer claims, warranty terms and your shop's experience. Do not promise a specific mileage outcome or wet-road performance that the evidence does not establish. A treadwear warranty has conditions; it is not the same as a guarantee that every driver will receive that distance.

A useful comparison sentence

"Both options meet the required fitment. This option is priced lower; this one has these documented warranty terms and features relevant to the priorities you described." Explain the actual difference and any uncertainty. "Good, better, best" labels without criteria encourage decisions based on hierarchy rather than fit. Give the customer room to ask questions or decline.

Compare choices using the same scope

When comparing compatible products, keep the service scope and stated assumptions consistent. Explain what each option changes and what remains the same. A warranty mileage statement is not a promise of actual service life under every use. Review applicable conditions and exclusions rather than presenting a headline number as guaranteed mileage.

Use a short comparison record with the customer's priorities and the reason for the recommendation. Avoid exaggerated claims such as "this tire will eliminate every noise." A useful explanation connects a product characteristic to a customer need and identifies tradeoffs. If the customer chooses a different compatible option, document the decision without implying the choice waives unrelated safety requirements.

Consultative recommendation

- Need Clarify use, priorities and budget
- Compatibility Verify required fitment and ratings
- Compare Explain relevant tradeoffs and terms
- Decision Record the chosen scope without pressure

Try it before reading the answer

Write a response to "Does the mileage warranty mean these will definitely last that long?"

Worked answer and reasoning

Explain that the warranty has specific conditions and limits and is not a guarantee of actual lifespan. Review the applicable terms and relevant maintenance expectations for the chosen tire rather than promising a fixed outcome.

Build a complete tire proposal

State the exact product, size, service description, quantity and position or axle plan. Separate tire price, mounting, balancing, valve or TPMS service, applicable disposal or environmental charges, taxes and other authorized items. Include any required related work. A quote for tires alone should not be described as a complete installed price.

Explain what the warranty includes, its conditions and exclusions, and how service records are maintained. Do not imply that a treadwear warranty guarantees free replacement for any damage. Road-hazard products, if offered, are separate choices with their own terms; do not silently add them.

Recommend alignment when inspection findings, symptoms or measurements support it, and explain the scope. New tires do not automatically prove that geometry is wrong; equally, new tires do not repair an existing wear cause. Balance, alignment and tire replacement address different concerns and should not be described as interchangeable.

Price exercise

Four tires at \$125 each cost \$500. Mounting/balancing at \$25 each adds \$100, and an accepted \$40 TPMS service gives \$640 before any applicable additional fees or taxes. If an optional \$80 protection plan is declined, it is not part of the approved subtotal.

Record the customer's selected option, understood tradeoffs, agreed scope, amount and timing. If availability changes and a different product is proposed, revisit that decision rather than substituting silently.

Make the installed total visible

A complete proposal identifies quantity, exact product, unit price, mounting/balancing, applicable valve or monitoring-system service, disposal, taxes and any other disclosed charges. Distinguish required associated work from optional recommendations. A low per-tire headline can mislead if the customer only learns the installed total at pickup.

For a fictional quote, four tires at \$150 total \$600; mounting/balancing at \$25 each adds \$100; disclosed disposal at \$4 each adds \$16. The pre-tax subtotal is \$716 before any separately stated authorized item. If a second offer includes those services in its tire price, compare the installed totals and scope, not only the tire line.

Handle a budget objection ethically

Clarify which constraint matters. Offer a suitable lower-priced option, a legitimate timing choice or a revised scope that remains appropriate. Do not quietly substitute an incompatible rating or remove required service to reach the customer's number. Record the exact product and scope approved so the installed set matches the decision.

Quote the complete package transparently

A fair comparison states the full proposed scope. In the fictional worksheet, four tires at \$145 cost \$580. Four installation services at \$25 add \$100, and disposal at \$4 each adds \$16, for a \$696 subtotal before any separately disclosed applicable charges. Omitting one category makes a seemingly lower quote difficult to compare.

Distinguish included work, separately recommended work and optional choices. New tires alone do not prove an alignment is out of specification; an alignment recommendation should explain its evidence or purpose. Do not imply a balance procedure adjusts geometry. If an added service is needed, describe its scope and cost and obtain the required decision before performing it.

Fictional tire proposal-before other applicable charges

Item	Calculation	Amount
Four tires	$4 \times \$145$	\$580
Installation	$4 \times \$25$	\$100
Disposal	$4 \times \$4$	\$16
Subtotal	$580 + 100 + 16$	\$696

Try it before reading the answer

A second compatible option costs \$160 per tire with the same other items. Calculate its subtotal and difference from the first.

Worked answer and reasoning

Four tires cost \$640; adding \$100 and \$16 gives \$756. The difference is \$60. Keep any other applicable charges and warranty differences explicit so the comparison does not imply that subtotal alone captures every term.

Deliver the service and maintenance plan

The advisor's job does not end at the sale. Confirm that the installed product and quantity match the approved proposal. Required wheel, tire and TPMS work must follow the actual equipment and vehicle procedures, including wheel-fastener requirements, pressure, orientation and any sensor programming or relearn. This course does not provide a universal torque value or authorize unsupervised tire-machine use.

Record pressure and the reference used. Check relevant TPMS function and warning status under the procedure. A warning system is not a substitute for routine pressure and condition checks. Explain cold-pressure checks, applicable rotation guidance, inspection for damage and wear, and where to find vehicle and tire instructions. Rotation patterns vary with fitment and design.

Provide warranty documents and maintenance-record requirements. If there is a follow-up inspection or recheck required by the applicable procedure, communicate the actual instruction without inventing a universal interval. Distinguish an unresolved vibration or alignment concern from completed tire installation.

Customer handoff

"These are the tires you selected. Here is the installed price and warranty information. The recorded pressures follow the applicable guidance, and the required TPMS procedure is complete. This earlier wear concern remains a separate recommendation." The customer knows both what was delivered and what is still open.

Use the completed job to check your recommendation process: Was fitment verified first? Were claims documented? Did the customer choose knowingly? Were required services included and verified? Those questions measure quality more usefully than sales volume alone.

Deliver what was sold and verify it

Before handoff, compare the installed products and positions with the approved specification and invoice. Follow the applicable pressure, mounting, balancing, fastener and monitoring-system procedures through qualified personnel. Complete required relearn or other checks and retain the result. An invoice description alone does not prove the correct products were installed.

Explain the applicable pressure-check, rotation and inspection guidance for the actual configuration. A directional or staggered setup may change the permitted rotation pattern. Explain warranty conditions accurately and provide the relevant documents. Do not promise that new tires will correct an uninvestigated vibration, pull or suspension concern.

Follow up without pressure

Invite the customer to report concerns and define the contact path. If a concern returns, inspect the evidence rather than assuming misuse or treating the sale as proof of a successful service. Good consultative selling continues through delivery and support; the objective is an appropriate purchase understood by the customer, not merely a completed transaction.

Deliver a maintenance plan the customer can use

At delivery, confirm the installed product and position-specific arrangement match the approved scope. Explain the applicable pressure reference, monitoring-system requirements and maintenance guidance. Do not give a universal rotation pattern when fitment or vehicle information restricts it. Record relevant checks rather than using an invoice product line as proof of correct installation.

Invite questions about noise, vibration or warning indications without promising that all such concerns are normal. If a new concern appears, arrange an evidence-based check. A useful sales outcome is a compatible product, an informed decision and a clear service record-not merely acceptance of the most expensive quote.

Complete the sale responsibly

- Match Installed items match the approval
- Check Required fitment, assembly and system steps
- Explain Applicable maintenance and warranty terms
- Follow through Give a clear route for questions or concerns

Try it before reading the answer

A customer assumes the tire purchase includes alignment and balancing as the same service. How should the advisor clarify it?

Worked answer and reasoning

Explain that balancing addresses rotating mass distribution while alignment concerns wheel geometry. Identify which services are included in this quote, the basis for any additional recommendation and the separate decision required.

Work the shop cases

The lowest price is not a compatible option

A customer wants the cheapest four tires. The lowest-priced stock item matches the nominal size but not the required load description. A second option meets the verified requirements and costs more. The advisor proposes the first because the customer “accepted the risk.”

Explain why this is not a valid comparison and role-play a response that respects the budget without presenting an unsuitable fitment as equivalent.

Your evidence, decision and next step:

Compare with the model answer

The first product has not passed the compatibility gate. A price preference does not establish suitability or replace the applicable requirements. Explain the specific mismatch in plain language, then compare appropriate alternatives, availability and installed totals. If no suitable option fits the current budget, say so without pressure or a fabricated promise. Record the approved product and scope. The goal is an informed decision among suitable options, not a signature used to justify a known mismatch.

Compare two installed offers

Offer A lists four tires at \$150, mounting/balancing at \$25 each and disposal at \$4 each. Offer B is \$180 per tire with those services included. Both are compatible and have the same tax treatment for this exercise. A salesperson claims A saves \$120 by comparing tire prices alone.

Calculate the pre-tax installed totals and the actual difference. List the non-price information a customer still needs before choosing.

Your evidence, decision and next step:

Compare with the model answer

A totals $\$600 + \$100 + \$16 = \$716$. B totals \$720. The difference is \$4, not \$120. Compare exact products, documented performance attributes relevant to the customer's needs, warranty conditions, included service scope and availability. If monitoring-system service or another item is not included, disclose it consistently in both comparisons. Do not create a false savings claim by omitting charges from one side.

Apply it to a job

Create a fictional customer-use profile and compare two compatible tire options without brand claims you cannot verify. Build an itemized four-tire quote using the exercise amounts. Record an approved selection and a declined optional plan. Write a delivery checklist covering product match, pressure reference, wheel procedure, TPMS and warranty handoff.

Concern / scenario

Observation, measurement and reference

Interpretation and next action

Unknowns and who needs to review

Verification and handoff

Check your understanding

- Apply fitment requirements before comparing price.
- Distinguish load index, speed rating and pressure guidance.
- Discover customer needs without steering by pressure.
- Calculate and explain a complete installed total.
- Verify the installed product and provide accurate maintenance/warranty guidance.

Practice assessment

Ungraded practice, separate from the final assessment. Answers and reasoning follow in the next section.

1. Two tires share rim diameter but differ in load rating. Are they automatically interchangeable?

- A. No; verify the complete approved application.
- B. Yes because diameter matches.
- C. Yes if the cheaper tire is new.
- D. Only tread pattern matters.

2. A customer prioritizes a firm budget. What should be offered?

- A. An incompatible tire to meet the number
- B. Compatible choices with honest price and tradeoff explanations
- C. The premium tire as mandatory without evidence
- D. A guaranteed lifespan for any choice

3. Four \$120 tires plus four \$25 installation charges total what before other items?

- A. \$480
- B. \$605
- C. \$580
- D. \$500

4. TPMS shows no warning. Does this replace routine tire-pressure checks?

- A. Yes for the tire's life
- B. Only after a new tire sale
- C. Only on highway trips
- D. No

5. Four tires at \$160 plus \$100 installation and \$16 disposal produce what subtotal?

- A. \$756
- B. \$656
- C. \$740
- D. \$776

6. Which customer preference can override a required fitment constraint?

- A. The lowest price
- B. None; compare preferences within compatible choices
- C. The longest advertised warranty
- D. The preferred appearance alone

7. Which comparison is most useful?

- A. One complete quote versus one tire-only price without explanation
- B. Warranty mileage alone
- C. Compatible options with consistent scope and disclosed tradeoffs
- D. Product margin alone

8. A vibration appears after installation. What is appropriate?

- A. Guarantee it is normal before inspection
- B. Assume alignment is the only cause
- C. Assume the customer's report is unrelated
- D. Arrange a relevant check and document findings

Answer explanations

1. No; verify the complete approved application.

Diameter is one fitment attribute; load and application requirements still control suitability.

Review: Establish fitment before price

2. Compatible choices with honest price and tradeoff explanations

Consultative selling respects the budget while maintaining fitment and truthful claims.

Review: Discover needs and compare compatible options

3. \$580

$4 \times 120 + 4 \times 25 = 580$. Do not omit or count installation only once.

Review: Build a complete tire proposal

4. No

TPMS is a warning aid, not a substitute for routine pressure and condition checks.

Review: Deliver the service and maintenance plan

5. \$756

$640 + 100 + 16 = 756$.

Review: Build a complete tire proposal

6. None; compare preferences within compatible choices

Compatibility remains a prerequisite to recommendation.

Review: Establish fitment before price

7. Compatible options with consistent scope and disclosed tradeoffs

A consistent scope makes differences understandable.

Review: Discover needs and compare compatible options

8. Arrange a relevant check and document findings

The new concern needs evidence before a causal conclusion.

Review: Deliver the service and maintenance plan

Further study

Use current vehicle and equipment information for actual service. These resources support further learning; lessons and questions in this book are original.

Michelin load and speed-rating explanation

<https://www.michelinman.com/auto/auto-tips-and-advice/tires-101/tire-load-rating-speed-rating>

NHTSA tire safety resources

<https://www.nhtsa.gov/vehicle-safety/tires>

Tire selection and maintenance - NHTSA

<https://www.nhtsa.gov/vehicle-safety/tires>