

## North Central

TIRE DEALERS & SUPPLIERS ASSOCIATION

SERVING MINNESOTA, NORTH DAKOTA, AND SOUTH DAKOTA

### Message From The President – Thomas Wright, Jr.



Well, it's September, time for the kids to head off to school, to put the garden to bed and to realize that tires and service will be an afterthought for the next month. It's time for tire dealers to figure out a way to get involved in the whole back-to-school buying binge that parents seem to fall into this time of year. It's about time we drag people kicking and screaming out of Target and into our fine establishments. So how do we do it? They probably could use a break from hearing their kids bark at them about having to have the latest and greatest of everything. Anyway, we need to get creative and make September into a month we can be proud of.

At the beginning of August, I was privileged to attend a Bible Conference in Iowa. It was good to get away for a week and just relax and be with my family and other people I enjoy. We studied the book of James which has a lot to say about a person's tongue (as do a lot of other sections in the Bible). One verse hit me as a good one for tire and service people, "My dear brothers and sisters, take note of this: Everyone should be quick to listen, slow to speak and slow to become angry" (James 1:19).

We have a tough job at times. We deal with people who are mad because their mode of transportation (and in extension, their freedom) is not working or they need to spend money they were not planning on spending. Also, they are forced to deal with an

industry that, I believe wrongly, has a rather bad reputation for taking advantage of its customers. But I believe if we follow the wisdom in the above verse, we are on our way to winning a customer. First it says listen, then be slow to speak (listen some more), don't get mad (they aren't angry with you), and then speak when you are sure you understand, or ask questions if you don't.

Many times, I am so busy I fail to give the person I'm listening to the time to finish their statement before I am thinking of what I am going to say in response. Slow it down, give the customer (or your spouse or child) the respect they deserve, simply because they are a human being. Well, there you have it, a little wisdom from the Bible. It's full of good, practical stuff.

Meanwhile, back in the tire industry, it sounds like we may be headed for some price increases again so it may be time to stock up for the busy season. Next time I write, hopefully snow will not be far off and hope just around the corner. Keep your chin up, September is only one month and I'm sure you are plenty capable of thinking of something creative to yank those Kohl's customers into your store. Let's go sell some tires!

Tom Wright, Jr.

### Calendar Of Events

• TIA's Global Tire Expo  
October 29 – November 2  
Las Vegas NV

• Annual Holiday Party  
Sunday, December 9th  
Chanhassen Dinner Theatres  
Chanhassen, MN