

Turn Your Tool Route Into a “Vending Route”

Wouldn't it be nice if more of the products you sell were consumables? I'm not talking about latex gloves, light bulbs and batteries, but some really high use, high margin commodity products.

NitroFill, Inc., the leading manufacturer of high performance nitrogen generation and inflation equipment for the automotive service and tire industries, has created a “Tire Inflation Maintenance Program” that enables both you and your customers to earn a profit every time a vehicle's tires are converted to NitroFill.

Essentially, each NitroFill “conversion” requires the use of a “Tire Service” or “Cap Kit.” Each Cap Kit includes 5 special NitroFill valve caps, a windshield cling, key-ring *and* a Registration Card that the store operator or customer registers on line to activate the customer's membership in the NitroFill Auto Club. This 12 month NitroFill Auto Club membership provides the new member with unlimited, prepaid Roadside Assistance for virtually any emergency as well as tire repair and replacement coverage for the customer's NitroFilled tires. So, for a retail price of \$35-\$50, the customer's tires are converted to high purity nitrogen inflation while their vehicle and tires are covered by an Auto Club membership, the value of which can easily exceed \$1500.

In addition to the extensive benefits NitroFill provides each end-user customer, their Tire Inflation Maintenance Program also includes an integrated, comprehensive customer retention program for their selling dealers. Basically, when the customer is registered into the NitroFill Auto Club, the system captures the new member's e-mail address, cell phone number and other personal and vehicle information and uses this to automatically contact each customer via monthly text, e-mail and Facebook “inflation reminders.” Each dealer can add coupons, customer surveys and other features to these customer correspondences and has access to text and e-mail blasters, online reputation builders and a host of other customer management and marketing features.

All a shop owner has to do to get started is purchase, lease or “borrow” a NitroFill conversion station from a NitroFill distributor and, of course, purchase an inventory of Cap Kits. Equipment solutions start as low as \$2000 (Suggested Retail Price) with their most popular units, which can convert up to 6 car or truck tires to nitrogen inflation simultaneously, in less than 2 minutes of man time, selling for about \$6500.

While distributors can enjoy impressive margins (up to 50%) on NitroFill equipment, the real money is in the “Razor Blades.” Beyond the equipment, the product and program are all about the Cap Kits. NitroFill's standard Cap Kit, described above, sells to dealers for typically \$15 - \$20, with distributors earning up to a 75% margin ... again, and again, as one Cap Kit is required with every service performed.

With most car dealers preloading NitroFill on every new and used vehicle they sell, it can be an extremely profitable product. NitroFill is currently sold in over 5000 new car dealers nationwide and is becoming a popular option for tire stores and independent repair facilities. To learn more about the NitroFill opportunity, view their distributor web site at www.nitrofillnow.com or call their distributor support staff at 954-970-1691.

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