

CONSUMER PRODUCT SCREEN OPTIMIZER (PSO) INVENTORY SOLUTION

The PSO is a web-based tool that helps you make informed decisions about the tires you order and stock for your business. The recommended inventory is based on the latest registered vehicle data in your local trade area. Stocking the tires that the customers in your area are most likely to buy can help you enhance your cash flow, increase tire sales at your location and help you optimize your product offering.

FEATURES OF THE PRODUCT SCREEN OPTIMIZER:

The simple wizard will walk you through the following six steps:

1. Defining your customer's location
2. Defining your customer's trade area
3. Defining areas of focus based on vehicle(s)
4. Choosing the brands that are best for your customer
5. Selecting tire lines to fit your customer's needs
6. Generating output detailing optimized product selections

INFORMATION AND ASSISTANCE:

Please contact your Wholesale Distributor or Goodyear® Sales Representative.

