

50 YEARS IN THE TIRE BUSINESS
CRAIG & JEFF WALLICK

If you don't know where you're going, any road will get you there. But having a crystal clear goal for your business is only half of the battle. Clarifying your formula for success and communicating your Vision and your Mission to your team is critical. Where your Vision is your ultimate goal for your business, your Mission clarifies how you intend to accomplish that ultimate goal.

If you're reading this, you are among the leading and most trusted independent tire retailers in the United States. You are among the elite and you are exactly where you need to be. 2020 can and should be your best year yet. That's a gigantic opportunity and it's also a monumental responsibility to fulfill that potential. And you're not alone.

This formula for success starts with managing your business. Specifically, managing your inventory and your people. Your formula for success continues with directing your focus as an owner to three key areas of your business:

1. **FOCUS ON YOUR CUSTOMER:** The currencies of today and tomorrow's consumers are:
 - A) **Time:** This is one resource we can never get back.
Trust: In a world of infinite information and options, why do your customers trust you?
Do more of those things.
 - B) **Convenience:** Step back and look at your business from your customers' perspective.
Where is the friction? How can you be easier to do business with in 2020?
2. **FOCUS ON YOUR TEAM:** Take care of the people who take care of your customers.
3. **FOCUS ON YOUR FUTURE:** Your business gravitates towards where you focus your energy.
Where are you going in 2020 and beyond? What is your Vision (ultimate goal) for your business?
How will you achieve that ultimate goal? That's your Mission.

Your Commitment for Success in 2020:

During this session, you wrote down one commitment you will make to further improve your business in 2020 on your "Because I Said I Would" card. With that in mind, what are two action steps you will take to move towards fulfilling your commitment to yourself.

Step 1: _____ I will complete this by (date) _____

Step 2: _____ I will complete this by (date) _____

You have a business to run and sometimes, you run out of hours in the day before all of the work gets done. Remember well, you must feed your business and yourself as an owner with new ideas and opportunities. Just as a flame needs oxygen to thrive, your business must continue to evolve to remain successful and vibrant.

Keep your commitment to yourself. Take action now. Your business needs you. Your team needs you. Your family and your customers need you. We need you.

Keep your honor by keeping your commitments. Victory in every step. Do it because you said you would.

To your victory and success in 2020,

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(Please email me. I can and want to help you!)

