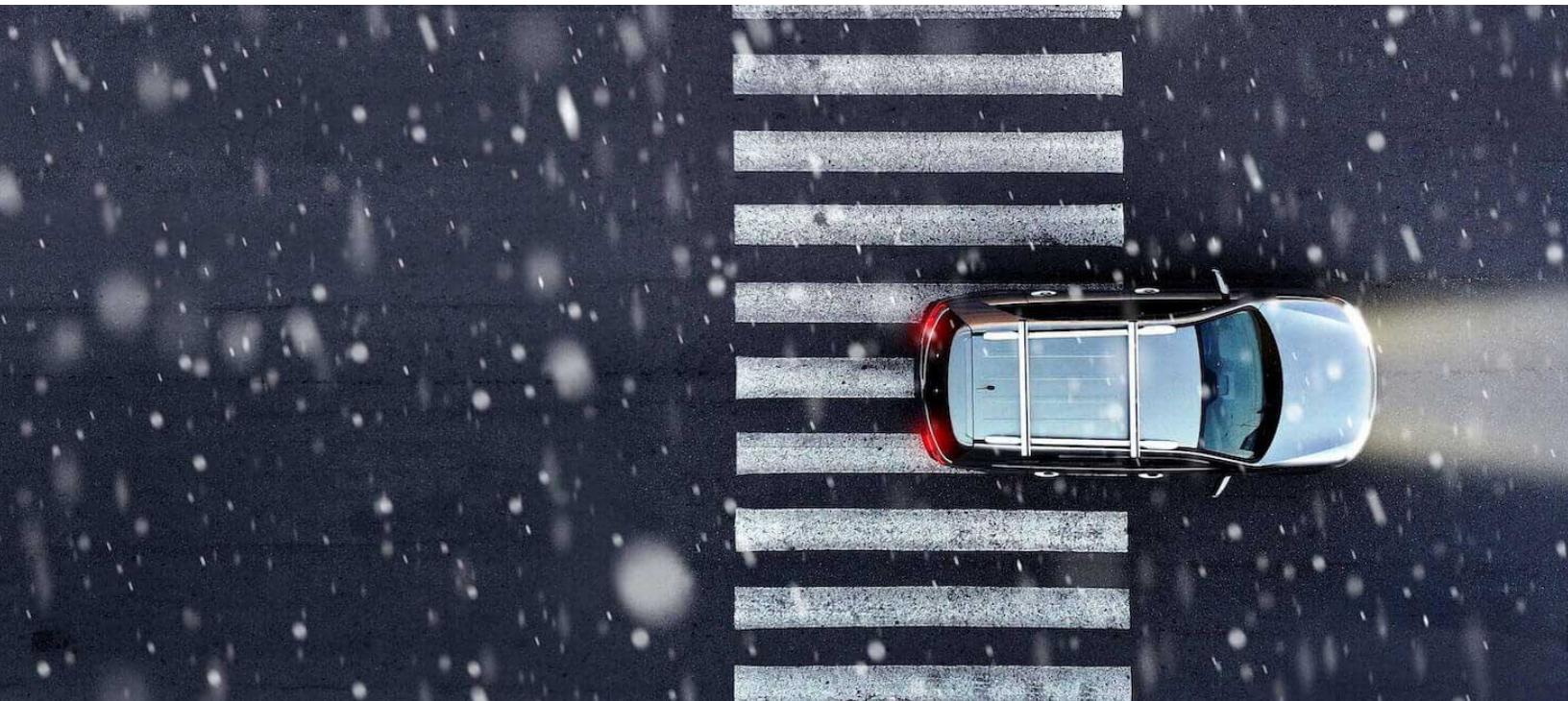


How a Global Tire Brand Increased Dealer Engagement and Program Adoption During Peak Season



WHAT WE DID

Inside Sales

Customer Engagement Center

Lead Qualification



INDUSTRY

Automotive

Transportation



RESULTS

Engaged Nearly 50% of Assigned Tire Dealers

Exceeded Contact Goals by 23%

Achieved 100% Dealer Coverage Across Territories



Triggering Dealer Action Ahead of Peak Winter Tire Season

[SITUATION]

For tire manufacturers, winter tire sales are won before the first snowfall. Missing this dealer booking window impacts both dealer preparedness and manufacturer sales performance for the entire season.

One global tire manufacturer needed a more effective way to engage its vast dealer network and increase participation in its dealer loyalty program ahead of this narrow window. With tens of thousands of dealers operating across geographically dispersed markets, the manufacturer faced a common challenge: field sales teams struggled to consistently reach each account and maintain the engagement needed to drive program participation and influence purchasing behavior.

Compounding these obstacles, the manufacturer lacked visibility into dealer activity. They needed to understand which dealers were actively engaged, which required additional education on loyalty program benefits, and which represented opportunities for increased purchasing volume.

CHALLENGES

Lack of visibility into dealer loyalty program participation

Seasonal initiatives required rapid outreach

Geographic coverage gaps



Triggering Dealer Action Ahead of Peak Winter Tire Season

[SITUATION]

Without a reliable first point of contact immediately after enrollment, dealers lacked both onboarding pathways and an understanding of the value of the program. Building on an already high-performing relationship, the client engaged MarketSource to deploy a team of automotive-focused inside sales professionals that could execute a targeted winter tire booking campaign.



Turning Dealer Engagement into Seasonal Sales Growth

[SOLUTION]

Using structured call flows and dealer-specific messaging, our team engaged dealers to confirm awareness of the initiative, discuss seasonal inventory planning and timelines, and educate dealers on program incentives. They also assessed current booking status and future purchase intent, identified barriers to participation, and routed qualified opportunities to field sales reps for follow-up.

Through a centralized inside sales model, we were able to reach dealers regardless of geography, extending coverage beyond what field teams alone could achieve. Every interaction generated valuable dealer intelligence, while helping the manufacturer drive momentum during an urgent selling season.

KEYS TO SUCCESS

Scalable inside sales infrastructure

Automotive industry-trained representatives

Seamless inside sales and field team coordination



"We appreciate the collaborative working relationship [with MarketSource], and we are excited to work with your team more in the future."

Global Tire Manufacturer

Real-World Results



96% of Positions
Filled Within 60 Days



2,100+ Sales
Associates Deployed



Turnover 25% Lower
Than National Average

We enabled the manufacturer to expand dealer engagement while creating a repeatable framework for ongoing account support. The program reached nearly 50% of assigned dealer accounts, exceeding contact rate goals by 23%. We also achieved 100% coverage across the designated dealer population. Beyond contact metrics, the team generated actionable insights into dealer participation, purchasing intent, and engagement trends that helped progress opportunities through the sales process. Ultimately, the campaign resulted in a nimble, scalable dealer engagement model capable of supporting seasonal stress, day-to-day relationship management, product launches, and other strategic initiatives.

MarketSource, an Allegis Group company, is a sales acceleration company focused on delivering better outcomes for many of the world's most iconic brands. We design and operationalize managed sales and customer experience solutions in B2B and B2C environments. Our solutions are purpose-built and tech-enabled to deliver measurable improvements in business outcomes.