

CASE STUDY

# How J & J Tire Implemented an AI Strategy To Boost Sales and Car Count In Only 30 Days



## CLIENT

**J & J Tire & Service**

- Georgia
- 3 Locations

## INDUSTRY

Tire & Automotive

## GOAL

Improve sales communication,  
increase sales

## APPROACH

- Power Sales Training
- Advanced Language KPI's
- AI Practice Bots
- Dealer Competition Format
- CallMax Plus
- SalesMax Plus

J & J Tire and Service owner Jacob Melton, is an open minded man. He's willing to try things that make sense, especially when it comes to new technology and learning new things. In that respect he's a thought leader and is constantly looking to leverage his time and his investments in his team.

Jacob operates three tire and service centers, two in Brunswick, GA and one on Saint Simmons Island, GA and the business is growing dramatically. Sales are up, car count is up and he's adding more service bays so accommodate more customers.

As with many entrepreneurs, it's not always been a bed of roses.

Two years ago Melton was struggling and stressed out. He had recently purchased his third store and the weight of running the growing operation, was all on his shoulder. He was stressed out, tired and overworked. He was wondering how he was going to get it all done. Thinking to himself, "maybe I've bitten off more than I can chew". We've all been there, struggling while looking for a solution.





## New thinking and new possibilities

It was at this point that I met Jacob and after getting to know his business by doing an overall assessment, I painted a new picture for him of what his life would look like if he embraced some new thinking and new ideas.

There are actually two case studies to be written about Jacob's business, one about a change in his philosophy and leadership and the second about his embrace of an AI strategy. I'm going to summarize his metamorphosis into a stress free leader like this. Jacob embraced the Language Of Commitment philosophy, opened himself to some rigorous coaching and became a leader. The company no longer runs him as it did in the past. He's learned some new skills and is now confident, secure and stress free, as he delegates responsibilities to his well-trained team. So, it's a new day for Jacob in that respect and we'll expand upon it in a future case study.



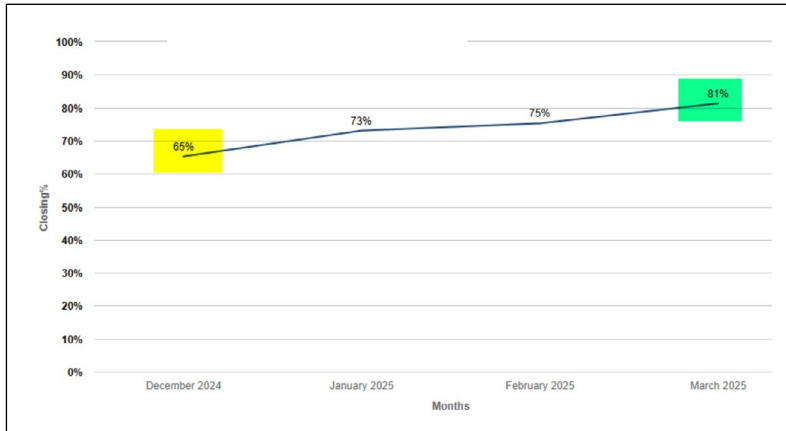
The big news here is this!

**↑ 24%**  
**INCREASE IN APPOINTMENT  
CLOSING PERCENTAGE**

On top of his changed leadership philosophy he's adopted an approach to using AI to improve sales, profits and car count. Like I said, Jacob Melton is open-minded to trying new things as he grows his brand and secures his future.

Here are the two AI tools that J & J has implemented both of which are having a very big positive impact on appointment closing percentages and sales revenue.

### Closing Percent

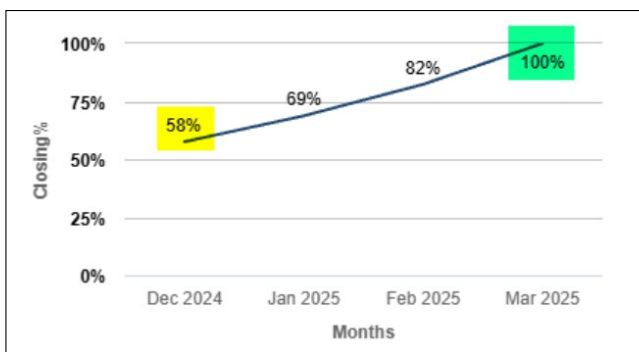


In December Jacob announced to his team that he was implementing Molloy's Sales Practice Bot training program and that it was mandatory for his sales and service manager staff to practice their sales approach four times daily, twice in the AM and twice again in the PM. It's a very simple approach and only take about five minutes each practice.

Here's how it works; Molloy sets up the AI Practice Bot phone number for the team to call. When the staff members call the special number to practice, an AI Bot interacts with them just like a customer. It's all very natural and is super easy and stress-free for the staff as they can practice in their car or in office or break room. Plus every practice session is recorded and scored.

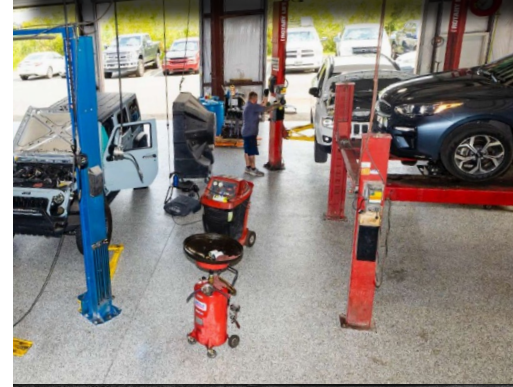
Most importantly, daily practice is having a huge impact on the company and the sales staff. The above graph is the appointment closing percentage for the company, as calculated by Molloy's SalesMaxPlus platform in real time.

Below are three closing percentage graphs for three individual employees during this same time period.



### Summers' Closing Percent

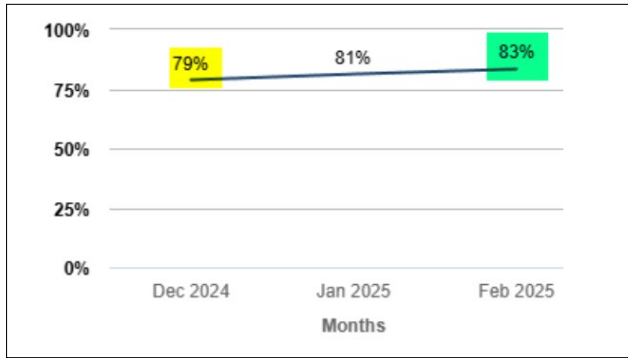
Summer is a recent addition to the J & J team. She's been practicing on a consistent daily basis and has improved from 58% to 100% in the first few days of March. Amazing!



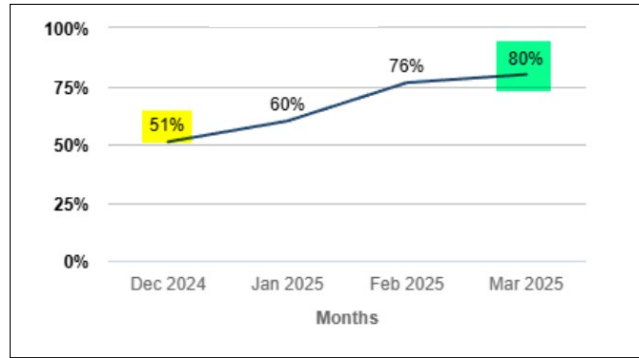
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## Gregs' Closing Percent



## Darbys' Closing Percent



Greg on the other hand is a seasoned veteran with many years of experience. You might think that someone with Greg's experience and knowledge might be stuck in his ways, but he's open to the idea of practicing every day for a few minutes and it's having a positive impact. He's went from 79% to 83% in only a few months.

Darby is another major success story for J & J, improving her appointment closing percentage from 51% to 80% in the early days of March.

Behind the scenes are two AI based applications which are the heart and soul of the Molloy Process. First is the CallMaxPlus (CMP) system which is the very best call tracking application with AI Data Mining built in. CMP allows us to collect this data in real time and calculate closing percentages every day. Second is the AI Practice Bot platform which, along with a strong training program allows the J & J team to practice in a stress-free and effective manner.

Are you ready to unlock your team's full potential and achieve similar results?

To learn more about how AI can increase sales for your business, please [Schedule a Discovery Session](#) or visit us at [www.molloysales.com](http://www.molloysales.com).



"I realized by the time I opened the 3rd store that our communication was not consistent or effective and I couldn't manage it. That's when I realized I needed re-establish effective communication and began working the Molloy team, it was been an absolute game changer."



**Jacob Melton**

Owner - J&J Tire & Service

