

# Brakes for Breasts®

## How Do I Get My Vendor On Board?

In most cases repair shops deal with more than one vendor for their parts procurement. Start this conversation with the vendor you do the most amount of business with.



### 1. INVITE YOUR VENDOR TO A MEETING -

Call your vendor and say the following, "I have a great opportunity to be involved in a program that hundreds of other repair shops across the nation have participated in."



### 2. SHOW THEM THE WEBSITE - [www.brakesforbreasts.com](http://www.brakesforbreasts.com)

Let them see the photos of the check presentations and show them the list of shops that are currently participating. This will show them that Brakes for Breasts is legitimate and growing by leaps and bounds.



### 3. ASK FOR PARTICIPATION -

Explain that their involvement would be supplying FREE brake pads or shoes during the entire month of October. Hand them the information sheet for vendors.



### 4. WHAT'S IN IT FOR THEM? -

Your commitment to them is that you would order any other parts necessary for that brake job from them (rotors, calipers, hardware). If the vehicle needed other items (tie rod ends, ball joints, shocks) you would also order those. In other words, they are going to be your FIRST CALL for parts in the month of October, barring availability issues. Their business will increase significantly to offset the brakes they are providing.



### 5. SET A DEADLINE -

Ideally you would like to get a firm commitment at the sit down. If not, a suggestion would be to conclude with, "I will need a commitment by (date), and if not I will offer this opportunity to another vendor".