

What's a Missed Message Worth? At Heartland Tire, Up to \$50K per Customer

At Heartland Tire, a simple voice note in the Voze app doesn't just log customer information — it protects and builds relationships worth \$25,000 to \$50,000 annually.

By keeping communication consistent and solving problems quickly, Voze helps Heartland maintain relationships with key accounts and grow in the tough commercial tire and agriculture markets.

CHALLENGE

There is intense competition fighting for this business, and one slip can give a competitor a step in the door. Keeping these key relationships means watching out for what Ryan Paul, director of operations at Heartland Tire, sees as the industry's biggest trap: inconsistent communication.

Even successful tire dealers face a common trap that threatens their most valuable relationships:

Complacency after wins

Reps get comfortable once customers start buying, and communication drops off.

Limited visibility


Without documented sales activities, managers can't see where help is needed.


Inconsistent follow-up


Missing weekly check-ins causes customers to lose trust quickly.




COMPANY DETAILS

 Commercial Tire

 28 locations in central Minnesota and Iowa

 Founded 1952


 heartlandtireservice.com

Heartland Tire brings over 70 years of automotive repair, tire, and wheel expertise to central Minnesota and Iowa. Since 1952, this family-owned business has built strong customer relationships through quality workmanship and its “We Can Do That” philosophy.

PARTNER SPOTLIGHT



Ryan Paul
Director of Operations
29 years in industry

 *The consistency with a customer is 100%, in my opinion, the most important thing to getting to the point where you build that relationship where they are lock step with you forever.*

1

Simplified, systemized follow-up

Voze makes it simple for sales reps to stay on track with customer visits. With one tap and a quick voice recording, the Voze app sets the follow-up reminders for them. Then all reps need to do is complete the pass.

2

Faster, supported communication

Meanwhile, managers can quickly spot opportunities to help. Whether it's jumping in to support, identifying coaching opportunities, or connecting reps with resources they need, the visibility creates a team approach to winning accounts.

RESULTS

Voze is a “no-brainer” for Heartland Tire

Sales reps love how simple Voze makes their daily routine. One tap sets their follow-ups, smart routing saves them hours each week, and voice notes capture everything without slowing them down.

Sales leaders value the visibility Voze provides into field activities. They can spot opportunities to help reps, coach more effectively, and make sure no customer falls through the cracks.

This combination creates measurable results. Each year, Heartland Tire projects that Voze will help them win:

“

Voze checks literally every single box that one could imagine. Our team is connecting with more customers, calling on more new business! There is no question that our top-line sales will continue to grow with the assistance of Voze!



It's simple math

Saving just one account more than covers the annual cost of Voze.

ON THE LOW END

5 New Accounts Per Rep Per Year

\$25K Per Account Per Year

12 Sales Reps Using Voze

= \$1.5M
Annual Revenue Impact

ON THE HIGH END

10 New Accounts Per Rep Per Year

\$50K Per Account Per Year

12 Sales Reps Using Voze

= \$6M
Annual Revenue Impact



“ Our sales team absolutely loves ”
the ease and function of Voze.

Book a demo today

VOZE.COM