



March 21, 2022

Hello Store Managers and Stores,

Last year, we launched four CES courses to support our core fundamentals and help train and develop Our People to execute on the 3 Phase Customer Experience Strategy. Effective today, these courses have been assigned to Sales Apprentices and up and added to the Learning Path.

What you need to know

- These CES courses include:
 - [Sales Apprentice Orientation](#)
 - [Phase 1: Building the Relationship](#)
 - [Phase 2: Empowering the Customer](#)
 - [Phase 3: Personalizing the Recommendation](#)
- The Sales Apprentice Orientation course is the pre-requisite to the following three courses, providing an overview of the Sales Apprentice role and introducing the responsibilities and what it means to be a Trusted Expert.
- The Phase 1, Phase 2, and Phase 3 courses offer a virtual point-of-view experience that allows you to make decisions and choose the best ways to interact with Our Customers.
- Each course should take approximately 15-20 minutes to complete.

Our ask of you

- Access the courses through the Learning Path page, or by clicking on the following link: [LMS](#) and log in to DTU.
- Under the **To-Do** section, select and complete the four courses **no later than Saturday, June 18.**

NOTE: If you have already completed these courses, you will not be required to complete them again.

If you have any questions, please contact L&D_LogisticsMembers@discounttire.com.

Thank you for striving to be the BEST!