

## CEC – Free Services

**Purpose** Follow these procedures to inform our customers of the free services we offer in order to share the value of doing business with Discount Tire.

**Guidelines** Every time you provided a price on a product you must inform the customer of all the free services we offer.

### Process

<b>3</b>	<b>Examples:</b>	
	<b>IF</b>	<b>THEN</b>
	You provide the customer a price on a product	You must state, "With every tire purchase you will receive free services nationwide – Flat repair, Rotations, Rebalancing, Air checks, Tire pressure monitoring system resets, Free wiper blade inspections, and pro-rated road hazard.
	The customer didn't commit to a product	<i>You must quote the lowest price for their size and fitment. Also state that we will beat any price.</i>
<b>4</b>	If a customer is still noncommittal	<i>Look for other reasons that provide value for them to visit the store. Safety inspections, air pressure check, possible mileage adjustment on previous purchase (if applicable)</i>
	Be yourself, have fun with it, but the expectation is to provide this info to every applicable customer.	

**Contact** Please see your assistant manager if you have any questions.