

Retail - Found It Lower Requests

Purpose To guide the agents on how to verify and complete found it lower requests.

Determining Correct product Use the steps below to verify that the product being compared is an exact match to the product being offered at DTD.

Step	Action
1	Verify the following tires/wheels match the tires/wheels being compared with DTD: <ul style="list-style-type: none"> a) Model Description (Tire/Wheel) b) Size (Tire and Wheel) c) Speed Rating (Tire) d) Load Index (Tire) e) Finish (Wheel) f) Verify New Product (Brand New, Never used/Take Offs) g) Manufacturer's Part Number (VPN) *If available* (Tire and Wheel)
2	Inform customer if any of the above do not match.
3	Once product is verified, proceed to verifying pricing.

Mail-In Rebate & Instant Savings

- A. Customers will still qualify for manufacturer and Synchrony offers.
- B. Found it Lower offers will not qualify for BOTH lower price AND Discount Tire sponsored offers.
- C. If the product qualifies for a Discount Tire sponsored rebate:
 - a. Convert rebate to instant savings.
 - b. If competitors delivered price is still lower, then follow "verify pricing steps".

Step	Action
1	On competitor's site, put item in cart to determine total additional costs such as shipping, handling, and sales tax etc. (for accurate pricing, zip code may be needed).

Verifying Price Continued

		If...	Then...																																																																													
2		Competitors delivered price is higher,	<ol style="list-style-type: none"> 1. Explain to the customer that DTD factors all additional costs associated with delivering the product. <ol style="list-style-type: none"> a. Shipping b. Sales Tax c. Handling d. Other misc. fees 2. If necessary, further explain, using your World Class Customer Service, that DTD's price offer will end up being lower than the competitor's final delivered price. 3. Total the final delivered costs from DTD compared to the competitor and ask for the sale. 																																																																													
		Competitors delivered price is lower, and initial offer can be beat by \$1,	<ol style="list-style-type: none"> 1. Enter total difference + DTD savings (amount we are beating) in Evolve as a separate line item using code "86032" & quantity (-1). 2. Enter total difference in price column (pic attached) 3. Continue to follow all Retail Best Practices to complete sale 																																																																													
		Customer initial rejects offer,	Proceed to step 3.																																																																													
3	DTD beats competitors delivered price by one of the following:																																																																															
4	a) Good Product; up to \$1 more per tire savings																																																																															
5	b) Better Product; up to \$3 more per tire savings																																																																															
6	c) Best Product; up to \$5 more per tire savings																																																																															
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Note: For additional information including exclusions, refer to the "Our Low Price Guarantee" Weblink: <https://www.discounttiredirect.com/customer-service/low-price-guarantee>

Contact

Please see your manager or senior sales agent with any questions.