



Showroom Cleanliness






 = Safety Checks

Showroom - Sales Counter, Sales Poster



Example	Description
	<ul style="list-style-type: none"> • Computer monitors are located where the customer can see the screen. • Phones and computers are within easy reach. <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> • Counter and computers are clean, organized and uncluttered. • Storage under the counter is labeled and organized. • Items most often used are within shortest reach, including: <ul style="list-style-type: none"> • CIMS cards • Envelopes <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> • Wall posters are current and displayed separately from the POP. • Lifestyle posters are evenly spaced along the wall and can be seen from the sales counter. <input checked="" type="checkbox"/> "Safety First" sign is posted on the backroom door slightly below eye level. <p>CALL TO ACTION</p>
<ul style="list-style-type: none"> ✓ A clean sales counter demonstrates a professional Can-do attitude. ✓ Customers will appreciate the Unexpected Experience of a clean and inviting store. ✓ Less time spent looking for the tools and sales materials allows more time for selling. ✓ Displaying the Lifestyle posters near the sales counter conveys style and enthusiasm to the customer. 	

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Example	Description
	<ul style="list-style-type: none"> • “Know Your Numbers” board is up to date. • Board is prominently displayed so that it can be seen from the door. <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> • Current promotions and POP reflect Low Prices and More Choices. • Tire and wheel packages are used effectively. • Tire Tree display areas are easily identified and easily accessible to the customer. ✓ Product is secured safely to the displays. • Spacing of displays allows room for customers to browse. • Sold displays are replaced. <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> • Windows are clean. • Current POP material and top-selling products are displayed and kept clean. • Painted Road Hazard tire is prominently displayed with Certificate POP. • All light bulbs work. • Air vents are clean. • Ceiling tiles are clean and undamaged. <p>CALL TO ACTION</p>
<p>Impact on Your Business - Sell More, Sell Better</p> <ul style="list-style-type: none"> ✓ A clean showroom demonstrates a professional Can-do attitude. ✓ A clearly displayed “Know Your Numbers” board makes it easier to empower customers. ✓ A showroom split into Tire Tree display areas – High Performance, Truck/SUV and Passenger – conveys Low Prices and More Choices for our customers. 	

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Showroom - Seating Area, Bathroom

Example	Description
	<ul style="list-style-type: none"> • Seating area is neat, clean and accessible. • Only current magazines are on the table. • Music is inviting and played at a reasonable volume. ✓ Seating area and surrounding areas are handicap accessible. <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> ✓ Floors are clean and dry. • Bowl is clean and ring-free. • Sink and caulking are clean. • Good lighting. • Soap dispenser full. • Hand towel dispenser full. • Two toilet paper rolls. • Toilet seat protectors supplied. • Air fresheners on hand. <p>CALL TO ACTION</p>
<p>Impact on Your Business – Inviting, Easy and Safe</p> <ul style="list-style-type: none"> ✓ A comfortable and inviting waiting area provides the customer with an Unexpected Experience. ✓ Clean facilities reflect your concern for the well-being of customers and the quality of your operation. 	

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Example	Description
	<ul style="list-style-type: none"> Computers and phones are properly placed for access. Desktops are clear of trash and debris. Filing trays are labeled and organized. <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> Information that should be displayed: <ul style="list-style-type: none"> Sales goals Scheduling Sales achievements <p>CALL TO ACTION</p>
	<ul style="list-style-type: none"> Binders and folders are labeled and organized. Paperwork is organized. Office supplies are organized and labeled. <p>CALL TO ACTION</p>
<p>Impact on Your Business</p> <ul style="list-style-type: none"> ✓ Having the sales and unit goals displayed is a great way to communicate and identify opportunities to Sell More and Sell Better. ✓ Easily accessible training materials allows your people to become Trusted Experts. 	

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