



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. <p><input checked="" type="checkbox"/> Seating area and surrounding areas are handicap accessible.</p> <p>CALL TO ACTION</p>
	<p><input checked="" type="checkbox"/> Floors are clean and dry.</p> <ul style="list-style-type: none">• 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.
	CALL TO ACTION
	<ul style="list-style-type: none"> Information that should be displayed: <ul style="list-style-type: none"> Sales goals Scheduling Sales achievements
	CALL TO ACTION
	<ul style="list-style-type: none"> Binders and folders are labeled and organized. Paperwork is organized. Office supplies are organized and labeled.
	CALL TO ACTION
<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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