



AOR Brand Dimensions by Role

	Sales Apprentice	Service Coordinator	Crew Chief	Service Tech
Low Prices, More Choices	<p>Do Our People use all the tools available to make the best and safest recommendation?</p> <p>Do we provide our customers more payment options by offering Discount Tire financing to every customer every time?</p> <p>Do we perform receiving and inventory tasks correctly and accurately, every time?</p>	<p>Do Our People execute inspection Best Practices to ensure our customers are empowered with correct information?</p>	<p>Do Our People execute inspection Best Practices to ensure our customers are empowered with correct information?</p>	<p>Do Our People execute inspection Best Practices to ensure our customers are empowered with correct information?</p>
Trusted Experts	<p>Do we understand our customers' true needs and do the right thing for them every time?</p> <p>Do we offer expert advice in their best and safest interest?</p>	<p>Do we provide the highest quality service work?</p> <p>Do we stay current on emerging changes in vehicles and service Best Practices (TPMS, raising vehicles, etc.)?</p> <p>Are we in position to observe Safety & Quality First in a real-time experience?</p> <p>Do we build trust by providing an Inviting, Easy, and Safe environment for Service Techs to learn and grow in?</p>	<p>Do we provide the highest quality service work?</p> <p>Do we stay current on emerging changes in vehicles and service Best Practices (TPMS, raising vehicles, etc.)?</p> <p>Do we make weekly commitments to coach Service Techs and recognize great performance?</p> <p>Do we build trust by providing an Inviting, Easy, and Safe environment for Service Techs to learn and grow in?</p>	<p>Do we provide the highest quality service work?</p> <p>Do all Our People contribute to a 5S environment through our visual standards?</p>



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Can Do Attitude	Do we understand and meet the customers' immediate needs over the phone?	Are the right people trained to help with air checks and following Best Practices? Do we work safely and share in each other's success?	Do we do things right and with a sense of urgency? Do we work safely and share in each other's success?	Do we keep a clean store with free services and hassle-free after service support? Do we do things right and with a sense of urgency? Do we work safely and share in each other's success?
Unexpected Experience	Do we communicate with and plan for appointment customers and BOPIS customers? Do we greet our customers as soon as they arrive, and set expectations for the visit by providing them with their options?	Do we keep the right people in the right positions to properly execute workflow? Do we deliver world class benedictions that engage our customers and ensure they confidently refer family and friends? Do we see the service experience through the customers' eyes (Inviting, Easy, and Safe)?	Do we keep the right people in the right positions to properly execute workflow? Do we see the service experience through the customers' eyes (Inviting, Easy, and Safe)?	Do we see the store and service experience through the customers' eyes (Inviting, Easy, and Safe)? Do we provide a clean / organized environment for customers to want to do business in?