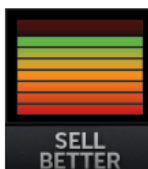
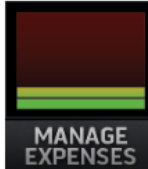




Date:

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<div style="text-align: center;">   <b>SELL BETTER</b> </div> <div style="margin-top: 10px;"> <p style="color: red; font-weight: bold;">Treadwell Conversion</p> <p>Secondary Drivers <span style="font-size: small;">⊕</span></p> <p>Best Practice &amp; Visual Standards <span style="font-size: small;">⊕</span></p> <p style="color: red; font-weight: bold;">Good/Better/Best</p> <p>Best Practice &amp; Visual Standards <span style="font-size: small;">⊕</span></p> <p style="color: red; font-weight: bold;">Certificates</p> <p>Best Practice &amp; Visual Standards <span style="font-size: small;">⊕</span></p> </div>	<div style="text-align: center;"> <p>AUR</p> <hr style="width: 50%; margin: 0 auto;"/> <p>+/-</p> <hr style="width: 50%; margin: 0 auto;"/> </div>	<div style="background-color: black; color: white; padding: 2px 5px;"><b>Treadwell Conversion Primary Drivers</b></div> <p><b>Treadwell Conversion:</b> _____ % +/- _____ %</p> <p>Treadwell by Lowest: _____</p> <div style="text-align: center; margin-top: 10px;"> <p style="color: blue; font-weight: bold; text-decoration: underline;">Treadwell Conversion Secondary Drivers</p> <p><b>Treadwell Personas:</b> Rural and City Store _____ % vs Web _____ %</p> <p>Tire Comparison Freq _____ % +/- _____ %</p> <p style="font-size: x-small;">(Daily Driver % diff between Store and Web)</p> <p><b>Price Adjustments:</b> Total Price Adjustments Per Unit \$ _____</p> </div> <div style="background-color: black; color: white; padding: 2px 5px; margin-top: 10px;"><b>Good/Better/Best Primary Drivers</b></div> <p><b>G/B/B:</b> G _____ % +/- _____ B _____ % +/- _____ B _____ % +/- _____</p> <div style="background-color: black; color: white; padding: 2px 5px; margin-top: 10px;"><b>Certificates Primary Drivers</b></div> <p><b>Certificates:</b> _____ % +/- _____ %</p>
<div style="text-align: center;">   <b>MANAGE EXPENSES</b> </div> <div style="margin-top: 10px;"> <p style="color: red; font-weight: bold;">SQDC</p> <p>Where to look:</p> <p><span style="background-color: green; color: white; padding: 0 2px;">C</span> Store Paid</p> <p>Best Practice &amp; Visual Standards <span style="font-size: small;">⊕</span></p> </div>	<div style="background-color: black; color: white; padding: 2px 5px;"><b>SQDC Primary Drivers</b></div> <p><b>Store Paid:</b> Score _____ Rate \$ _____</p>	

Record progress from previous month: