

Senior “GO SEE” Daily Audits

Store #: _____

Date: _____

Audit	Intent	Action(s)	Notes
Store Business Review (CTA) “Win the Month” and LEAD “Win the Year”	Asking questions to learn about how our actions supported the Strategy and improved execution and the outcome.	<input type="checkbox"/> Review the current CTA to make sure commitments support the store’s execution of selected gauge(s) for the month <input type="checkbox"/> Follow the audit outlined on page 3 of the DTMS Activation Exercise <input type="checkbox"/> Monitor your LEAD game to make sure commitments are consistently aligned to WIGs and LEAD measures	
CES with Treadwell, Mobility VTV, and Certificates	Explaining the value of using Treadwell to make the best and safest decision, then creating customers for life and peace of mind with our Certificates that reduce an unexpected tire expense.	<input type="checkbox"/> Use the CES Lead Actions Checklist to evaluate execution of the customer experience <input type="checkbox"/> Observe the Certificate for Repair, Refund, or Replacement Program Best Practice to evaluate the execution of the customer experience	<p style="background-color: #32CD32; color: white; padding: 2px;">Standard/Target: 1) Treadwell Usage 70% 2) Certificates 2% increase</p>
Earn the Visit (ETV)	Ensuring EVERY customer visits the store so we have an opportunity to earn their business.	<input type="checkbox"/> Use the Earn the Visit – Shadow Observation Worksheet to evaluate the execution of the customer experience	<p style="background-color: #32CD32; color: white; padding: 2px;">Standard/Target: Call Conversion 52% min</p>
Invoices (Work Orders)	Understanding your business better and identifying opportunities for additional sales and services.	<input type="checkbox"/> Use the Manager Guide for Reviewing Invoices Daily to provide opportunities to teach, coach, and mentor employees	<p style="background-color: #32CD32; color: white; padding: 2px;">Standard/Target: Unit increase TBD</p>