



Curbside Greeter

Intent

To ensure that every customer is directed to and greeted at the Curbside Greeter Station.

Audience	Sales Apprentice and above.
Schedule	Add time for this talk into your schedule. It should only take 10-15 minutes.
Prepare	<p>A day ahead:</p> <ol style="list-style-type: none"> 1) Print and review this talk 2) Review and print the Curbside Greeter Operational Best Practice, and the Curbside Greeter video located on the Curbside Greeter AOR page of the KC. 3) Ensure your Parking lot environment course is completed and your environment has been setup. Reference the Curbside Greeter Lean Mental Model Worksheet
Follow up	<ul style="list-style-type: none"> • Observe Sales Team communicating effectively, greeting all customers, and maintaining a direct line of sight with the Greeter Station.

Greeter Station

Explain: Curbside Greeter is critical to Phase 1 of the 3 Phase Customer Experience Strategy. It also helps to reduce the number of unattended customers in the showroom.

Do: Watch the Greeter Station video (LINK) with your team while reviewing the Greeter Station Operational Best Practice.

Review: Roles and expectations for the Sales Team, what information we are capturing at the Greeter Station, and spike in demand expectations.

Discuss: How will you ensure Sales Team communication so that every customer is greeted at the Greeter Station?

Answers

Question 1: What must be identified in the morning huddle in order to greet every customer at the Greeter Station?

Sales Coordinator, 2nd Salesperson, 3rd Salesperson, phone plan and lunch coverage.

Question 2: What information are we capturing at the Greeter Station?

Capture only the customer's name, vehicle year, make, model, immediate need, and appointment Y/N.

Question 3: When there is a spike in demand, who attends the Greeter Station and what should they do?

The manager on duty or a qualified Sales Apprentice (or above) will capture the required information, ask the customer if they are OK waiting in their vehicle until a Salesperson is available to assist them, and then direct them to designated parking spot. If they do not want to wait in their vehicle, invite the customer to wait in the outside seating area or in the showroom.

Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Set expectations for executing the Operational Best Practice at the store.
- 3) Explain how you will support this and why you expect this to improve CDI.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.