



Building the Right Behaviors with the DT Card



Intent

To revisit the benefits the Discount Tire Card provides to our customers and our company during these uncertain times.

Audience	Apprentice Tech 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 the Discount Tire Card Operational Best Practice, and Limiting Exposure Curbside Assistance Safety IAM.
Follow up	Observe our people offering financing to every customer, every time.

Our Unique Financial Position

Explain: Our first consideration is the safety of our customers. As an essential service, we are in a unique position to help our customers during these uncertain times. We can alleviate customer concerns by sharing the financial options we offer with the Discount Tire Card.

Every customer has the right to know that they can save money and manage their budget. Offer the Discount Tire Card to any customer shopping for tires, wheels, and accessories. This includes over the phone, in the showroom, and at curbside. Given the state of our current economic climate, we can provide financial peace of mind with easy monthly payments at 0% interest.

Tell: Please stay safe! Continue to follow the current social distance practices outlined in the Safety IAM.

Answers

Question 1: What is the promotional interest rate on the Discount Tire Card?	0%
Question 2: What are some ways you can limit exposure while personalizing the recommendation?	Refer to Limiting Exposure Curbside Assistance Safety IAM .
Question 3: How often should you offer the Discount Tire Card?	Offer the Discount Tire Card to any customer shopping for tires, wheels, and accessories. This includes over the phone, in the showroom, and at curbside.

Call to Action:

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