



Fleet Lead Improvements



Intent

To renew awareness surrounding Fleet customers and drive visits to the new Store Lead form.

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 the Store Fleet leads document on the Fleet page of the KC. 3) Familiarize yourself with the new Store Lead form.
Follow up	Observe team members using the new Store Lead form.

There's a new Store Lead form and goal

Explain: As we continue our mission of increasing our market share in the B2C/Fleet segment, we have a new, shorter, easier Store Lead form for Our People to use. This new form will make submitting leads to the Fleet team simple and quick.

Share: Our store goal is 2 qualified fleet customer lead submissions per week.

Show: The form is located on the Fleet dropdown menu on the red ribbon on the KC and on the Fleet page of the KC at the top in the blue banner.

Do: Visit the new Store Fleet Lead form <https://fleet.discounttire.com/s/store-lead-form>

Tell: Remember, identifying potential Fleet customers is a critical part of Phase 1 CES. It is part of getting to know your customer and how they use their vehicle. Continue to be the best by asking open-ended questions, listening to your customer, and observing signs that may indicate that the vehicle is part of a fleet. Earn the right to ask your customer, "Do you have a Fleet account with us?". If your customer is a potential Fleet customer, use this as an opportunity to earn their Fleet business.

Answers

Question 1: How do you identify a Fleet customer?

Observe and ask. Observe signs that may indicate the vehicle is part of a fleet. Ask them if they have a Fleet account.

Question 2: Where is the new form located?

The form is located on the Fleet dropdown menu on the red ribbon on the KC and on the Fleet page of the KC at the top in the blue banner.

Question 3: What is the value of becoming a Fleet customer?

Competitive pricing, Treadwell data (the right tire for the right vehicle), service appointments, mobile van service (where available), lower total cost of ownership, and better uptime.

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 increase Fleet lead submissions.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.