



## Identifying Treadwell Customers

### Intent

To ensure that we deliver a consistent experience by identifying Treadwell customers.

<b>Audience</b>	Sales Apprentice and above
<b>Schedule</b>	Add time for this talk into your weekly schedule. It should only take 10-15 minutes.
<b>Prepare</b>	A day ahead: 1) Print and review this talk. 2) Review Web Customers Certified Best Practice from the KC.
<b>Follow up</b>	Observe to ensure your team asks appropriate questions to identify customers who have used Treadwell.

### How to identify a Treadwell customer

**Ask:** How do you identify a customer who used Treadwell to select product for their web order? *(noted on email confirmation, comments section on web order)*

**Ask:** How do you identify a customer that used Treadwell but did not place a web order?

**Discuss:** Facilitate a discussion on how to identify a Treadwell customer. Have your team come up with questions they can ask to identify if the customer shopped online and engaged with Treadwell on the website.

**Explain:** Customers that have used Treadwell received a recommendation from our website and feel empowered. Leverage the customers' knowledge from Treadwell. Verify and validate the product meets fitment and safety requirements.

Commend the customer for their research and reassure them they have made a good choice.

**Explain:** Whether the customer used Treadwell or not, you must continue to execute on the 3-Phase Customer Experience Strategy and [Web Customers Certified Best Practice](#).

### Answers

**Question 1:** How can you identify a Treadwell customer?

- Ask the customer
- Review order confirmation emails.
- Review web order comments.

**Question 2:** What are some questions you might ask to identify if a customer has used Treadwell online?

- Have you done any research?
- Did you use Treadwell on our website?
- Do you have any questions for me?

**Question 3:** If the customer used Treadwell, must you still execute on the 3-Phase Customer Experience Strategy?

- Yes

### 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 Customer Delight.
- 4) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.