



## Our Low Price Guarantee

### Intent

To ensure we take care of our customers by delivering on our Low Price Guarantee.  
We will BEAT any drive out price, **PERIOD**.

<b>Audience</b>	Sales Apprentice and above.
<b>Schedule</b>	Add time for this talk into your schedule. It should only take 10-15 minutes.
<b>Prepare</b>	<p>A day ahead:</p> <ol style="list-style-type: none"> <li>1) Print and review this talk.</li> <li>2) Review <a href="#">Our Low Price Guarantee</a>.</li> <li>3) Identify specific opportunities for your store and recent, relevant examples.</li> <li>4) Plan how you will follow-up to ensure performance improvement.</li> </ol>
<b>Follow up</b>	Observe your team's process in situations when the customer completes a "Found it Lower" (FIL) request and also, when they do not.

### Our Low Price Promise

**Explain:** We work hard to deliver the lowest price on all the tires and wheels we carry. If a customer finds a lower price that we've missed, we'd like to know. Remember, we beat the competition's lower, installed price and will work to offer them the best deal. We will not be undersold.

Customers can submit a "Found it Lower" request online. Alternatively, they can bring proof of the lower price into the store.

*Note: FIL agents research tire retails only.*

Customers coming in with a "Found it Lower" request should always receive an Inviting, Easy, and Safe experience. We price match both the tire and installation, if needed.

If a customer is entitled to receive an adjustment credit, we will still price match both the tire and installation. Do not decline an adjustment credit because you are price matching. We will BEAT any drive out price.

For example: We can match a tire retail, labor and installation retail, AND still do an adjustment on the same invoice.

### Answers

<b>Question 1:</b> How can a customer request a price match?	By submitting an online "Found it Lower" request on our website, over the phone, or in person by visiting any store.
<b>Question 2:</b> Can you perform a price match and an adjustment on the same invoice?	Yes.
<b>Question 3:</b> What is our Low Price Guarantee?	It's in our name! We will not be undersold. We promise the lowest price. We are Discount Tire!

### Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Explain how you will support this and why you expect this to improve Customer Delight.
- 3) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.