



Treadwell Personas

Intent

To ensure our people understand why and how to empower customers through Treadwell Personas.

Audience	Apprentice Tech and above
Schedule	Add time for this talk into your schedule. It should only take 10-15 minutes.
Prepare	A day ahead: 1) Print and review this talk, Treadwell Personas QRG , and Operational Best Practice
Follow up	Observe your Trusted Experts properly using Treadwell Personas while working with customers.

Treadwell Personas

Explain: Understanding Driving priorities are a critical part of making tire recommendations but understanding what Persona your customer is can simplify and reduce the steps necessary to display those recommendations. Data suggests we are not positioning driving priorities in an order as intended with Treadwell, so instead of manually moving them into a specific order, you can choose one of three Personas (**Rural/City**, **Highway**, or **Response and Control**) based on what you've learned to determine the type of driver your customer is. If you determine that your customer doesn't fit into one of these three Personas, you can still manually position the customer's driving priorities. Personas can make the experience more relatable when matching tire performance characteristics to a driver's true needs.

Do: Discuss questions you can ask the customer to identify if they align with one of the three Personas.

- What kind of driving do you normally do?
- How long are your day to day commutes?
- What are some specific things you're looking for in your tires?

Or

- Ask them directly and use follow up questions to show you listened.
- What type of driver are you? Rural/City (where customers find themselves driving on city streets often where cross traffic is abundant), Highway (where vehicles are seeing a lot of mileage and tire longevity is most important), or Response and Control (where on-road traction is most important, either for the performance-oriented driver or for the consumer looking for maximum vehicle control for peace of mind on their commutes)?

Answers

Question 1: What are the three Treadwell Personas called? Rural/City, Highway, and Response and Control

Question 2: How can you adapt your Treadwell approach with customers to fit Personas? Ask them questions tailored to the Persona traits

Question 3: If a customer doesn't fit into one of the three Personas, what can you do? Manually order the customer's driving priorities

Call to Action:

- 1) Ask participants to log into the LMS and complete the acknowledgment for this talk.
- 2) Ask if anyone has questions. If there are questions or concerns you cannot answer, notify the Store Manager.