

Earn the Visit

To ensure **EVERY** customer visits the store so we have an opportunity to earn their business.

Earn the Visit is how we engage with customers on the phone to gain their trust while sharing the benefits of doing business with Discount Tire. We will do everything we can with enthusiasm and passion to share who we are and what we do in an effort to gain the commitment. The goal is to listen and offer solutions that support our strategy of delivering the most Inviting, Easy, and Safe tire and wheel purchase and service experience in the world.

Note: On every phone call, ensure the customer understands that **we will beat any price**.

Note: If there are no available appointments, be transparent with the customer. Share our current wait time and invite the customer to the store.

Review: [Brand Dimensions Explained](#), [Benefits We Provide to Service Customers](#), and [Our Low Price Guarantee](#).

Please keep in mind the following guidelines as you perform an Earn the Visit phone call:

Greeting and Name Exchange

- Be prepared to answer the call
- Personalized, professional greeting with energy, enthusiasm, and empathy or excitement
- Identify and acknowledge the reason why they are calling (immediate need)
- Ask if the customer has done business with us before and **thank them**

Addressing the Immediate Need

- Gather vehicle information (Year, Make, Model, and trim using fitment guide to verify correct tire size)
- Share the value of doing business with us (competitive advantages) while looking up what the customer is calling about (Ex: With every tire purchase we give you free services nationwide - flat repair, rotations, rebalancing, air checks, tire pressure monitoring system resets, **free wiper blade inspections**, and pro-rated road hazard)
- Find out when they want to make a purchase or have service performed
- Identify where the customer is on their journey. (ex: asked if customer has researched any product, shopped around, or has a price or brand in mind)

Personalizing the Experience

- If the customer wants a particular brand, provide a price quote, and promise we will beat any price on that tire
- Quote the lowest price for customer's size and fitment
- Ensure the customer understands **we will beat any price** (Ex: If you shopped around before calling us, we will beat that price – period)
- Share personalized benefits of DTC: Pick 1 or 2 things that **YOU** believe set us apart from the competition (other than price) (Ex: Treadwell data, get 30% shorter average wait time when you buy and book online, using our phone app to save time and check in from home)

Ending the Call

- Make sure you have answered all their questions
- Invite the customer to the store. Offer appointments to customers who ask, **NOT to gain the commitment**.
- Give the specific store location, landmarks, and when we expect them to come in
- Restate your name and let them know to ask for you when they arrive
- Let them know what to expect when they arrive at your store (ex: Meet the greeter if applicable)
- **Thank them** by name for calling and the opportunity to earn their business