

Special Orders – STOs, POs

Special orders support our Brand Dimension of “More Choices, Low Prices.”



Creating special orders:

- Take a minimum \$25 deposit on every layaway and/or special order.
- Always ensure you have reviewed the customers contact information with your customer from the POS to make sure it is up to date, **including the customer's phone number and email address**.
- Always include the reference number (invoice, layaway, web order) in every SHOP order, including multiple SHOP orders for the same customer. SHOP uses this number and the customer's email from the POS to automatically email the customer as soon as ALL product is received for the SHOP order(s) attached to the order number.
- To verify that orders are placed, read all SHOP Review messages.
- Verify that that the order will arrive on time for the customer's appointment and communicate the expected delivery times with your customer.

Managing open orders:

- Before the end of the day, the Sales Coordinator is expected to:
 - Confirm that all customer product has been taken care of.
 - Follow up on any orders that have not arrived when expected.
 - Work with your customer to reschedule appointments in the event there are delivery delays. (e.g., weather or vendor-related delivery delays).

Receiving special orders:

- Each day identify one member of the sales team to be responsible for receiving products.
- As soon as products arrive, use the scanner to receive them.
- Verify the order is accurate and sign for the delivery.
- Store special orders in a designated area.

Contacting the customer:

- Contact the customer as soon as **ALL** products ordered for the customer have been received.

The Whys

- We must earn their trust by following through on our promise to:
 - Take a deposit. Deposits ensure we have gained a commitment from the customer. Taking a deposit builds a commitment with the customer making them 97% likely to return and complete the sale.
 - Order their products correctly and promptly.



CERTIFIED Best Practices

AMERICA'S **DISCOUNT** **DISCOUNT**
TIRE TIRE TIRE DIRECT

- Communicate with the customer to set the right expectations for when their product will arrive.
- Capture accurate phone number and email address for every special order customer.
- Call them if the product will be delayed and as soon as we receive all of their product.
- Keep their products safe in a designated area, so that when the customer arrives, they are ready to install.