

# THE CUSTOMER EXPERIENCE

## STRATEGIC INTENT

*"Our First Consideration is the Safety of the Customer"*

**1**

BUILDING THE  
RELATIONSHIP

Show the  
customer  
you care

Make the Customer Experience **INVITING**.

Establish trust and build a relationship by asking questions.

Identify where the customer is on their journey. Adjust your approach to give them a seamless, personalized customer experience.

Collect the information you will need about your customer's vehicle, driving priorities, and emotional needs, including brand preferences or a desire for aftermarket wheels.

**Inspect and ask about the wiper blades.**

Listen carefully so that your customer understands that you care about their needs and their safety.

**2**

EMPOWER THE  
CUSTOMER

Find out  
how you  
can help

Share your findings with the customer. Make it **EASY** for them to understand. Adjust if necessary.

- Share what you have learned from your customer and their vehicle.  
*"This is what I heard." "This is what I observed and measured."*
- Keep it simple and relevant.
- Use showroom tools, e.g. **Know Your Numbers**, **Providing Peace of Mind** (Repairing the Injury) and **wheel displays**.
- Connect what you have learned to your customer's safety or emotional need.

For example: *"May I make a recommendation?"*

Your customer's answer tells you whether you have earned their trust.

**3**

PERSONALIZING YOUR  
RECOMMENDATIONS

Help

Go through Treadwell together with your customer. Select the appropriate persona (Daily driver, Traveler, Enthusiast) for your customer based on what you have learned about their driving habits.

Use the Treadwell results to make a specific recommendation to help keep your customer **SAFE**.

- Make your personal recommendation by offering the Best and Safest tire and wheel or service that meets their needs and budget.
- Ask the customer what they think of the recommendation. Pause and provide them time to consider.
- Stay focused.

If there is an objection, empower the customer with additional options. If assistance is needed, please ask for help.