



THE CUSTOMER EXPERIENCE

CES COACHING MODEL

"Our First Consideration is the Safety of the Customer"

We would like to share a strategic coaching example that we found extremely useful during our CES training. It consists of a group of questions that truly allows the coach and the student to engage in valuable conversation. These questions can be applied in almost every scenario.

After every customer experience, when you're ready to start coaching, begin by asking the student ...

- **Do you TRULY believe that "Our first consideration is the SAFETY of the customer"?**
- What did you learn about the customer?
- What did you learn about the vehicle?
- What did you learn about their driving habits?

Remember to allow the student enough time to think each question through. If the student is unable to answer or if they are unsure, you have found an opportunity. You should focus on that very specific opportunity.

Now, if they checked all of the vitals, follow up by asking

- What was the customer's immediate need?
- What was the customer's true need?
- **Did you identify additional needs, such as wiper blade replacement?**
- Were you able to use Treadwell? How?
- Did you provide every solution possible?
- Did the customer have an objection?
- How did you overcome the objection?
- Did the customer leave in the **SAFEST** position possible?

If the student replies that the true need was the same as the immediate need, we have a huge opportunity. We know that when we truly understand, implement, and execute CES as designed, we always identify the customer's true needs. These needs are sometimes known, and sometimes unknown by the customer.

Remember, if we truly believe with our minds and our hearts that "Our first consideration is the safety of the customer", our actions and behaviors will demonstrate it every single time.