

# THE CUSTOMER EXPERIENCE

## LEAD ACTIONS CHECKLIST

"Our First Consideration is the Safety of the Customer"

At an appropriate point:

Explained the value of Buy and Book and using Treadwell online.

**1**  
BUILDING THE  
RELATIONSHIP

PHASE 1 - INVITING: Build the Relationship		✓	Comments
<b>"Be Bruce-Like" Did the Trusted Expert showed that they cared?</b>			
<ul style="list-style-type: none"> <li>Smiled, made eye contact, and introduced themselves to the customer.</li> </ul>			
<ul style="list-style-type: none"> <li>Asked the customer's name and started the conversation.</li> </ul>			
<ul style="list-style-type: none"> <li>Genuine, sincere, humble, and polite.</li> </ul>			
<b>How well did the Trusted Expert listen with their mind and their heart to identify the customer's immediate and true need(s)?</b>			
<ul style="list-style-type: none"> <li>Faced the customer during conversation and demonstrated empathy.</li> </ul>			
<ul style="list-style-type: none"> <li>Asked open-ended questions to build relationship and learn about customer's research and needs. If applicable, identified fleet customers.</li> </ul>			
<ul style="list-style-type: none"> <li>Listened carefully to the customer.</li> </ul>			
<b>While conducting the VTV, did the Trusted Expert capture information and identify the customer's driving priorities?</b>			
<ul style="list-style-type: none"> <li>Engaged in conversation with customer while conducting the VTV and used mobility device to capture customer first and last name, email and/or phone #.</li> </ul>			
<ul style="list-style-type: none"> <li>Asked open-ended questions that helped them identify the customer's driving Persona and a connection to safety. Rural/City <input type="checkbox"/> Highway <input type="checkbox"/> Response and Control <input type="checkbox"/></li> </ul>			
<ul style="list-style-type: none"> <li>Asked follow-up questions, as needed, to learn about other needs, including brand preferences, wiper blades, a desire for aftermarket wheels, and/or accessories.</li> </ul>			

**2**  
EMPOWER THE  
CUSTOMER

PHASE 2 - EASY: Empower the Customer		✓	Comments
<b>"Keep it simple"</b>			
<b>How well did the Trusted Expert educate and empower the customer with the information they need to make an informed and safe decision?</b>			
<ul style="list-style-type: none"> <li>Shared findings from the VTV in a genuine and caring way.</li> </ul>			
<ul style="list-style-type: none"> <li>Used the Know Your Numbers board to explain both tread depth and tire age for the customer's current tires, and how they relate to safety.</li> </ul>			
<ul style="list-style-type: none"> <li>Used other customer lounge tools when applicable.</li> </ul>			
<ul style="list-style-type: none"> <li>Acknowledged the immediate need and asked permission to make a recommendation that addresses the true need.</li> </ul>			
<ul style="list-style-type: none"> <li>Kept customers safe by recommending tires at 4/32 and/or 6 years or older <b>every time</b>.</li> </ul>			

**3**  
PERSONALIZING YOUR  
RECOMMENDATIONS

PHASE 3 - SAFE: Personalize the Recommendation		✓	Comments
<b>Did the Trusted Expert involve the customer in the recommendation?</b>			
<ul style="list-style-type: none"> <li>Went through Treadwell together with the customer.</li> </ul>			
<ul style="list-style-type: none"> <li>Selected the appropriate persona for the customer based on what was learned about their driving habits.</li> </ul>			
<ul style="list-style-type: none"> <li>Presented one personalized recommendation with certificates.</li> </ul>			
<ul style="list-style-type: none"> <li>Demonstrated respect by pausing and providing the customer opportunity to consider the recommendation. (Asked the customer what they think)</li> </ul>			
<b>Did the Trusted Expert overcome objections (if applicable)?</b>			
<ul style="list-style-type: none"> <li>Listened and addressed objections appropriately (including getting the manager involved, if needed).</li> </ul>			
<ul style="list-style-type: none"> <li>Made every effort to provide a solution to earn the customer's business: used compare and contrast, in-store mail-in rebates, Discount Tire financing, trade-in, shop competition.</li> </ul>			
<b>Did the Trusted Expert finalize the transaction and set expectations?</b>			
<ul style="list-style-type: none"> <li>Offered Discount Tire financing.</li> </ul>			
<ul style="list-style-type: none"> <li>Thanked the customer and reassured them they made the right choice.</li> </ul>			
<ul style="list-style-type: none"> <li>Reviewed the invoice or work order with the customer.</li> </ul>			
<ul style="list-style-type: none"> <li>Provided the customer an accurate promise time.</li> </ul>			
<ul style="list-style-type: none"> <li>Answered any remaining questions.</li> </ul>			