

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.

PHASE 1 - INVITING: Build the Relationship

✓ Comments

“Be Bruce-Like” Did the Trusted Expert showed that they cared?

- Smiled, made eye contact, and introduced themselves to the customer.
- Asked the customer's name and started the conversation.
- Genuine, sincere, humble, and polite.

How well did the Trusted Expert listen with their mind and their heart to identify the customer's immediate and true need(s)?

- Faced the customer during conversation and demonstrated empathy.
- Asked open-ended questions to build relationship and learn about customer's research and needs. If applicable, identified fleet customers.
- Listened carefully to the customer.

While conducting the VTV, did the Trusted Expert capture information and identify the customer's driving priorities?

- Engaged in conversation with customer while conducting the VTV and used mobility device to capture customer first and last name, email and/or phone #.
- Asked open-ended questions that helped them identify the customer's driving Persona and a connection to safety. Rural/City Highway Response and Control
- Asked follow-up questions, as needed, to learn about other needs, including brand preferences, **wiper blades**, a desire for aftermarket wheels, and/or accessories.

PHASE 2 - EASY: Empower the Customer

✓ Comments

“Keep it simple”

How well did the Trusted Expert educate and empower the customer with the information they need to make an informed and safe decision?

- Shared findings from the VTV in a genuine and caring way.
- 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.
- Used other customer lounge tools when applicable.
- Acknowledged the immediate need and asked permission to make a recommendation that addresses the true need.
- Kept customers safe by recommending tires at 4/32 and/or 6 years or older **every time**.

PHASE 3 - SAFE: Personalize the Recommendation

✓ Comments

Did the Trusted Expert involve the customer in the recommendation?

- Went through Treadwell together with the customer.
- Selected the appropriate persona for the customer based on what was learned about their driving habits.
- Presented one personalized recommendation with certificates.
- Demonstrated respect by pausing and providing the customer opportunity to consider the recommendation. (Asked the customer what they think)

Did the Trusted Expert overcome objections (if applicable)?

- Listened and addressed objections appropriately (**including getting the manager involved, if needed**).
- 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.

Did the Trusted Expert finalize the transaction and set expectations?

- Offered Discount Tire financing.
- Thanked the customer and reassured them they made the right choice.
- Reviewed the invoice or work order with the customer.
- Provided the customer an accurate promise time.
- Answered any remaining questions.