To ensure EVERY customer visits the store so we have an opportunity to earn their business.

Salesperson _____ Date ___/___/___ Store # _____
Reason for
Call _____ Vehicle
Type _____

Greeting and Name Exchange	Prepared to answer the phone *(Nothing in mouth, POS and tires.com open and ready to use)*	☐ **Yes**	☐ **No**
	Demonstrated a personalized, professional greeting with energy, enthusiasm, and empathy or excitement *(**Thanked** the customer for calling, introduced him/herself, obtained the customer's name)*	☐ **Yes**	☐ **No**
	Identified the customer's immediate need *(Asked how they could help, acknowledged the reason why they are calling, assured customer they could help.)*	☐ **Yes**	☐ **No**

Addressing Immediate Need	Asked if the customer has done business with us before and thanked them *(for their continued business or for giving us the opportunity to earn their business)*	☐ **Yes**	☐ **No**
	Gathered vehicle information *(Year, Make, Model, and trim using Fitment Guide to verify correct tire size)*	☐ **Yes**	☐ **No**
	Shared the value of doing business with us while looking up what the customer is calling about *(Example: With every tire purchase we give you free services nationwide - flat repair, rotations, rebalancing, air checks, tire pressure monitoring system resets, free wiper blade inspections, and pro-rated road hazard)*	☐ **Yes**	☐ **No**
	Found out when they want to make a purchase or have service performed	☐ **Yes**	☐ **No**
	Identified where the customer is on their journey *(Example: asked if customer has researched any product, shopped around, or has a price or brand in mind)*	☐ **Yes**	☐ **No**

Personalizing the Experience	If the customer wanted a particular brand, quoted it, and promised we will beat any price on that tire	☐ **Yes**	☐ **No**
	Quoted the lowest price for customer's size and fitment	☐ **Yes**	☐ **No**
	Ensured the customer understands **we will beat any price** *(If you shopped around before calling us, we will beat that price – period)*	☐ **Yes**	☐ **No**
	Shared personalized benefits of DTC: Picked 1 or 2 things that they believe set us apart from the competition (other than price) *(Example: Treadwell data, get 30% shorter average wait time when you buy and book online, using our phone app to save time and check in from home)*	☐ **Yes**	☐ **No**

Ending the Call	Made sure they answered all the customer's questions	☐ **Yes**	☐ **No**
	Invited the customer to the store or created an appointment *(whichever worked best for them)*	☐ **Yes**	☐ **No**
	Gave the specific store location, landmarks, and when we expect them to come in	☐ **Yes**	☐ **No**
	Restated their name to the customer, and let the customer know to ask for them when they arrive	☐ **Yes**	☐ **No**
	Let the customer know what to expect when they arrive at your store *(Example: Meet the greeter, if applicable)*	☐ **Yes**	☐ **No**
	Thanked the customer by name for calling and giving us the opportunity to earn their business	☐ **Yes**	☐ **No**