

## Treadwell

***“Our first consideration is the safety of the customer.”*** – Bruce T. Halle

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### Show Your Customer You Care about Them

In Phase 1, ask the customer questions about their driving habits to help you better understand what Persona they fit into: **Rural & City**, **Highway**, or **Response & Control**. Some examples of these questions can include:

- Tell me, what do you use the vehicle for?
- What do you like and dislike about your current tires?
- What is important to you in a tire?

Ask more open-ended questions to learn about the customer and their vehicle.

As you listen to their answers and stories, you will learn whether they have every day (Rural & City or Highway) or performance (Response & Control) or custom priority needs for their tires. Most importantly, you will begin building a relationship with your customer under the umbrella of safety.

While you are asking questions, make sure you are listening to understand and can relate the information the customer is giving you to their Persona or driving priorities. Also, ask about winter driving needs. This will help personalize their experience.

### Find Out How You Can Help

In Phase 2, in order to align to their true needs, confirm with the customer you truly understood the information they shared with you. Likewise, make sure the customer knows and understands all the information you discovered about their vehicle during the VTV inspection.

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### Show Your Customer You Are Here to Help

During Phase 3, involve the customer in the Treadwell journey and recommendation. As needed, educate them so they understand what each of the Personas and driving priorities mean.

- Make sure they can see the screen.
- With your customer, change miles driven to give your customer a more personal expectation for the life of the tire. You can still manually arrange the driving priorities if you prefer. You do not have to select a Persona.
- Confirm with your customer that everything looks right before you select **SHOP RECOMMENDED TIRES**.
  - You can and should reorder driving priorities if the customer can better convey their preferences as you go through Treadwell.

Review the Treadwell recommendations with the customer. Based on what you know, make the right recommendation, including offering certificates, and explain the reasons why. Use the Compare and Add Article features when needed.

Empower the customer to make the decision.