

Discount Tire Fleet – Guidelines

Introduction The purpose of this guide is to discuss the vision, purpose, and benefits of being a Discount Tire Fleet customer, as well as behavioral best practices when working with a Fleet customer. The AOR for Fleet is the Senior Assistant Manager.

Vision Fleet aims to ensure the overall safety and care of our people and customers through execution of the **3 Phase Strategy**.

Purpose The purpose for taking on more Fleet customers is to drive more business to our stores. As an organization, we want to continue to grow our market share in the Fleet business. Using our **3 Phase Strategy** best practices, we can also empower our Fleet customers by giving them the most inviting, easy, and safe experience in the world.

Benefits Having an A/R account number assigned to all of our fleet customers is critical in order to ensure a timely and consistent customer experience.

- It helps to reduce the steps and effort needed to locate customer records within the POS
- It results in our fleet customers having to spend less time in store
- It helps to ensure that our fleet customers are receiving the correct product and pricing on all invoices

Fleet Customer Visit We're still expected to follow our current **3 Phase Strategy** best practices, whether the customer is Fleet or not.

Greeting Use this to start building the relationship with the customer and establish trust. When a customer feels comfortable, he or she is more likely to provide information to the sales person on the issue that needs addressed. This also helps create a safe environment for the customer.

VTV Use this to gather data about the customer and vehicle to help determine what will be needed for the Fleet work order.

Questions Ask questions to identify the customer's immediate and true need.

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Identify the Customer

To take full advantage of Fleet benefits, the customer needs to be identified as Fleet. A majority of Fleet customers will identify themselves as such. If they do not, you can do the following:

- Observe the customer and vehicle in question
 - Customer may be wearing a uniform indicating a potential Fleet company
 - Vehicle may have company branding
- Ask the customer if they have an account

If the customer is a Fleet customer, perform the normal best practices for starting the work order based on the information gathered through the VTV process and questions.

If the customer is not a Fleet customer, use this as an opportunity to educate them on Fleet benefits.

Fleet Visit Examples

As with non-Fleet customers, Fleet customers may visit a store in both planned and unplanned fashions. The following are some examples of both planned and unplanned Fleet customer visits.

Customer Makes Appointment

If a Fleet customer makes an appointment for a visit, schedule the appointment for the requested time based on per normal best practices.

Customer Does Not Make Appointment

Sometimes, a Fleet customer needs to make an unplanned visit. This could be due to a number of issues, such as an unexpected flat tire or uncommon vibrations. If this occurs, work the customer in per normal best practices.