

## Fleet – Store Fleet Leads

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### Purpose

The purpose of this document is to guide the stores through the proper steps when gaining new fleet customers and submitting the fleet leads to the Discount Tire Fleet department.

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### Our fleet business

Fleet and B2B are becoming a more important and growing part of our business. It offers many benefits to us and to our fleet customers:

Having an individual account number helps to:

- Reduce the steps and effort needed to locate customer records within the POS.
- Ensure fleet customers receive convenient and consistent service at every Discount Tire/America's Tire store that allows for less time in the store.

Fleet customers can:

- Get purchase history for all the vehicles in the fleet.
  - Specify purchase preferences for vehicles in the fleet, including: spending limits, brand, and other purchase requirements.
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### Requirements

Fleet customers must have five or more company-owned vehicles (cars, trucks, and/or trailers).

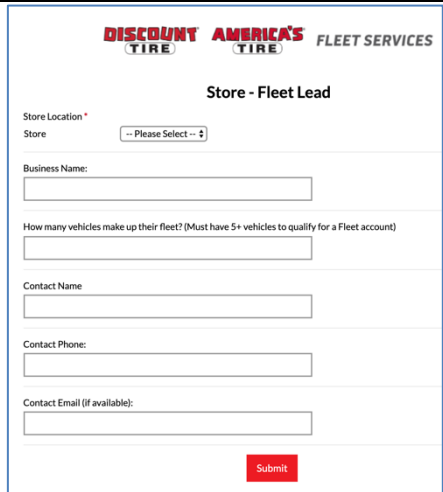
Fleet has two account set up options when becoming a fleet customer. The customer can either pay at time of purchase (Cash/Card) or apply for a AR/Credit (Direct Bill) account.

In order to become an AR/Credit (Direct Bill) or a Pay at Time of Purchase (Cash/Card) customer, a company must complete and submit an account application. Once that company has been approved, they will be assigned an A/R account number.

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## Store Fleet Lead Form

When you identify a customer who may be interested in becoming a fleet customer, follow the steps below to complete the Store Fleet Lead Form.

Step	Action
1	Click the <a href="#">Store Fleet Lead Form</a> link.  <b>Note:</b> The Store Fleet Lead Form link can also be found on the Fleet KC page under Helpful Links.
2	Confirm with customer who the point of contact will be for this business.
3	Enter the following information: <ul style="list-style-type: none"> <li>• Store Location</li> <li>• Business Name</li> <li>• Vehicle Count</li> <li>• Contact Name</li> <li>• Contact Phone</li> <li>• Contact Email (if available)</li> </ul> 
4	Click Submit.
5	Once the lead has been received, a Fleet Account Manager or Fleet Sales Manager will be in contact with the customer.

## Contact

Should you have any questions or would like assistance, please email [DT\\_Fleet@discounttire.com](mailto:DT_Fleet@discounttire.com). We will be happy to assist you.