

## Leader Guide for Sales Focused Program

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**Purpose** The intent of this document is to lay out the day-by-day schedule and items that should be performed by the mentor and new employees on their journey to becoming fully certified Sales Apprentices.

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**Guidelines** **Important:**

- Time is a result, not a goal. If an employee is struggling, revisit any skills and abilities that will impact their performance before proceeding.
- Consistency with following this schedule, including activities and coaching availability, is critical to success.
- Ensuring that the observation component at the end of each section of the Learning Path is completed honestly and with integrity, is crucial to ensuring that the employee is truly ready to proceed.

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**Daily training schedules** You may jump to any individual day in the schedule and print it for use on that day. Press **<Ctrl-Click>** to jump to:

[SL1 Learning Path – Day 1](#)

[SL1 Learning Path – Day 2](#)

[SL1 Learning Path – Day 3](#)

[SL1 Learning Path – Day 4](#)

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[SL3 Learning Path – Day 15](#)

[SL3 Learning Path – Day 16](#)

[SL3 Learning Path – Days 17 & 18](#)

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**Contact** If you have questions or concerns, please contact your Training Manager, VP, or AVP.

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## SL1 Learning Path – Day 1

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 1							
Day 1 Sales Level 1							1	2	3	4	4.5	5.5	6.5	7
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 AM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Sales Orientation	0:15	0:15		N										
3. Working Around Moving Vehicles	0:15			Y	0:30									
4. Introduction to Point of Service	0:15	0:30		Y										
5. Development and Coaching					4:30	0:30								
6. Review and close day		0:15												
7:00	0:45	1:15			5:00	0:30								

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|----|------------------|----------------------|---|
| 1. | 15 mins          | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>  |
| 2. | 15 mins          | eLearning            | Employee completes <b>CES Sales Apprentice Orientation</b> .  |
|    | 15 mins          | Review               | <ul style="list-style-type: none"> <li>After completion, sit down and review with employee.</li> </ul>  |
| 3. | 15 mins          | eLearning            | Employee completes <b>Working Around Moving Vehicles</b> .  |
|    | 30 mins          | Coach and Practice   | <ul style="list-style-type: none"> <li>Walk the property with the employee:               <ol style="list-style-type: none"> <li>Explain what and why, while watching employees demonstrate.</li> <li>Discuss the flow of traffic.</li> <li>Observe customers pulling into parking lot, cars pulling in and out of bays.</li> <li>Observe Sales staff performing sales-related tasks.</li> </ol> </li> </ul>      |
|    |                  | Discuss              | <ul style="list-style-type: none"> <li>Discuss what the new employee is observing.</li> <li>Explain how they can navigate walking out to vehicles and through the Service Area safely.</li> </ul>   |
| 4. | 15 mins          | eLearning            | Employee returns to the Manager's office and completes <b>Intro to POS</b> .  |
|    | 30 mins          | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee completes end-of-course activities:               <ol style="list-style-type: none"> <li>Creates their own customer record</li> <li>Modifies their own record</li> <li>Creates a work invoice for labor</li> <li>Other POS functions</li> </ol> </li> </ul>   |
| 5. | 4 hrs<br>30 mins | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee spends remainder of shift shadowing Senior or Marketing Manager to observe customer interaction.</li> <li>If customer is comfortable with the experience, you should allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS.</li> <li>Employee performs end of shift/end of day tasks to assist the store.</li> </ul> |
| 6. | 15 mins          | Review and Close Day | Review and close day.   |

## SL1 Learning Path – Day 2

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 2							
Day 2 Sales Level 1							8	9	10	11	11.5	12.5	13.5	14
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 AM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Point of Service develop and coach					4:00									
3. Tire Design	0:45	0:15		N		0:30								
4. Tire Performance	0:30	0:15		N										
5. Pulling Stock	0:15			N	0:30									
6. Review and close day		0:15												
7:00	1:30	1:00			4:30	0:30								

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|----|---------|-------------------------------|--|
| 1. | 15 mins | Review and Day Prep           | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>   |
| 2. | 4 hrs   | Coach and Practice            | <ul style="list-style-type: none"> <li>If business permits, have the employee spend the next 1-2 hours shadowing the Senior or Marketing Manager to observe customer interaction.</li> <li>If customer is comfortable with the experience, allow employee to begin scanning tires during VTV and inputting/looking customer records in POS.</li> </ul> |
| 3. | 45 mins | eLearning                     | Employee completes <b>Tire Design</b> .  |
|    | 15 mins | Review and discuss            | <ul style="list-style-type: none"> <li>Discuss take-aways with employee on each eLearning.</li> <li>Ask questions to confirm understanding.</li> </ul>   |
| 4. | 30 mins | eLearning                     | Employee completes <b>Tire Performance</b> .   |
|    | 15 mins | Review and discuss            | <ul style="list-style-type: none"> <li>Discuss take-aways with employee on each eLearning.</li> <li>Ask questions to confirm understanding.</li> </ul>   |
| 5. | 15 mins | eLearning                     | Employee completes <b>Pulling Stock</b> .  |
|    | 30 mins | Activity: Shadow and Practice | <ul style="list-style-type: none"> <li>Ask a mentor to take employee into the Service Area and review "Pull List" in the CSL and then assist Service Area by pulling stock for upcoming vehicles with mentor guidance.</li> </ul>  |
| 6. | 15 mins | Review and Close Day          | Review and close day.  |

## SL1 Learning Path – Day 3

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 3							
Day 3 - Sales Level 1							15	16	17	18	18.5	19.5	20.5	21
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Point of Service develop and coach					2:30									
3. Fitment Validation: Selling Tires	0:30	0:15		N										
4. Treadwell course	0:30	0:15		N		0:30								
5. Development and Coach					2:30									
6. Review and close day		0:15												
7:00	1:00	1:00			5:00	0:30								

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|----|----------|----------------------|---|
| 1. | 15 mins  | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>  |
| 2. | 2:30 hrs | Coach and Practice   | <ul style="list-style-type: none"> <li>If business permits, have the employee spend the next 2 hours shadowing the Senior or Marketing Manager to observe customer interaction.</li> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul> |
| 3. | 30 mins  | eLearning            | Employee completes <b>Fitment Validation - Selling Tires</b> .  |
|    | 15 mins  | Discuss              | <ul style="list-style-type: none"> <li>Discuss take-aways with employee.</li> <li>Ask questions to confirm understanding.</li> </ul>  |
| 4. | 30 mins  | eLearning            | Employee completes <b>Accelerating Our Strategy Through Treadwell</b> course.   |
|    | 15 mins  | Coach and Practice   | <ul style="list-style-type: none"> <li>Review the steps to navigate Treadwell with employee.</li> <li>Prep the employee to begin shadowing and observing steps to navigating Treadwell.</li> </ul>  |
| 5. | 2:30 hrs | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee spends remainder of shift shadowing Senior or Marketing Manager to observe customer interaction.</li> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul>                                |
| 6. | 15 mins  | Review and Close Day | Review and close day.   |

## SL1 Learning Path – Day 4

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 4							
Day 4 - Sales Level 1							22	23	24	24.5	25.5	26.5	27.5	28
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Development and coach					1:00									
3. Store Mobility	0:30	0:15		Y	1:30									
4. Assembly Inspections course	0:15	0:30		Y	1:00	0:30								
5. Used Tires Best Practice Acknowledgement		0:15			0:30									
6. Repairing the injury Best Practice Acknowledgement		0:15			0:30									
7. Review and close day		0:15												
7:00	0:45	1:45			4:30	0:30								

- 15 mins Review and Day Prep
  - Briefly review anything from the previous day.
  - Answer questions.
  - Set expectations for the day.
- 1:00 hrs Coach and Practice
  - Employee shadows the Senior or Marketing Manager to observe customer interaction.
  - Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.
- 30 mins eLearning Employee completes **Store Mobility**
- 15 mins Review and Discuss
  - Discuss with employee. Ask questions for understanding
- 1:30 hrs Coach and Practice
  - With your support, employee begins practicing using the VTV device and inspecting employee vehicles in parking lot.
- 15 mins eLearning Employee completes **Assembly Inspections for Sales Apprentice**.
- 30 mins Review and Discuss
  - Discuss with employee. Ask questions for understanding.
- 1 hr Coach and Practice
  - Employee shadows Senior or Marketing Manager during VTV inspections with customer. When appropriate, ask the employee to scan tires to build familiarity with the mobility device. Pay close attention to how they use the tool, while inspecting the assembly for any unsafe conditions, and relay that information to you and our customers.
- 15 mins Review Employee reviews **Used Tires Best Practice**.
- 30 mins Coach and Practice
  - Take employee into the Service Area and inspect the used tire rack, tires from the bay, or adjustment rack and look for any unsafe/unrepairable conditions.
- 15 mins Review
  - Employee reviews and acknowledges **Repairing the Injury Best Practice**.
- 30 mins Coach and Practice
  - Employee shadows Senior or Marketing Manager to inspect assemblies and share findings that may result in fixable/non-fixable situations. **Important:** Be sure to highlight any conditions found during the assembly inspection process.
- 15 mins Review and Close Day Review and close day.

## SL1 Learning Path – Day 5

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 5							
Day 5 - Sales Level 1							29	30	31	32	32.5	33.5	34.5	35
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Development and coach					3:45	0:30								
3. Store Mobility develop and coach					2:00									
4. Assembly Conditions develop and coach					0:45									
5. Review and close day		0:15												
7:00		0:30			6:30	0:30								

1.	15 mins	Review and Day Prep	<ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>
2-4	6:30 hrs	Coach and Practice	<ul style="list-style-type: none"> <li>Employee shadows Senior or Marketing Manager to observe customer interaction.               <ul style="list-style-type: none"> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul> </li> <li>Revisit any points of confusion.</li> <li>Reinforce what has been learned up until this point.</li> </ul>
5.	15 mins	Review and Close Day	Review and close day.

## SL1 Learning Path – Day 6

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 6							
Day 6 - Sales Level 1							36	37	38	39	39.5	40.5	41.5	42
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. CES Phase I: Building Relationship	0:30	0:15		N										
3. CES Phase II: Empowering the Customer	0:30	0:15		N										
4. CES Phase III: Personalize the Recommendation	0:30	0:15		N										
5. Develop and Coach CES					4:15	0:30								
6. Review and close day		0:15												
7:00	1:30	1:15			4:15	0:30								

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|-----|----------|----------------------|--|
| 1.  | 15 mins  | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>   |
| 2-4 | 2:15 hrs | Training             | <p><b>Block time out for you to work directly with the employee through all 3 courses:</b></p> <p><b>WITH YOU</b> - Employee completes all three <b>CES</b> courses.</p> <ul style="list-style-type: none"> <li><b>CES Phase 1: Building the Relationship</b></li> <li><b>CES Phase 2: Empowering the Customer</b></li> <li><b>CES Phase 3: Personalizing the Recommendation</b></li> </ul> <p>Throughout these modules, stop, discuss, roleplay, and even take employee out to observe CES interactions to bring content to life.</p> |
| 5.  | 4:15 hrs | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee spends remainder of shift shadowing Senior or Marketing Manager to observe customer interaction.</li> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul>   |
| 6.  | 15 mins  | Review and Close Day | Review and close day.  |

## SL1 Learning Path – Day 7

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 7							
<b>Day 7 - Sales Level 1</b>							<b>43</b>	<b>44</b>	<b>45</b>	<b>46</b>	<b>46.5</b>	<b>47.5</b>	<b>48.5</b>	<b>49</b>
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Shadow/Practice CES					6:30	0:30								
3. Review and close day		0:15												
7:00		0:30			6:30	0:30								

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|----|----------|----------------------|--|
| 1. | 15 mins  | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>   |
| 2. | 6:30 hrs | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee spends time shadowing Senior or Marketing Manager executing 3 Phase CES.</li> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul> |
| 3. | 15 mins  | Review and Close Day | Review and close day.  |



## SL1 Learning Path –Day 8

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch								
Day 8 - Sales Level 1							Day 8							
							50	51	52	53	53.5	54.5	55.5	56
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
	1. Review and Day prep													
	2. Shadow/Practice CES													
3. Review and close day														
7:00	0:30													
	0:30													

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|----|----------|----------------------|--|
| 1. | 15 mins  | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>   |
| 2. | 6:30 hrs | Coach and Practice   | <ul style="list-style-type: none"> <li>Employee spends time shadowing Senior or Marketing Manager executing 3 Phase CES.</li> <li>Allow employee to begin scanning tires during VTV and inputting/looking up customer records in POS. Ensure supervision is present for coaching and input.</li> </ul> |
| 3. | 15 mins  | Review and Close Day | Review and close day.  |

**SL1 Learning Path – Day 9****Expectation**

By end of the 9<sup>th</sup> day, the employee should be able to request and complete the observation with mentor to complete SL1 program and be scheduled in CREW Time.

Observation should include:

1. Demonstration of consistent execution in all 3 Phases of CES
2. Proper usage of tools and software (POS, Fitment Guide, Mobility Device, and Treadwell)
3. Demonstration of consistent assembly inspections for unsafe conditions

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 9							
Day 9 - Sales Level 1							57	58	59	60	60.5	61.5	62.5	63
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day prep		0:15												
2. Observation and Qualify				Y	6:30	0:30								
3. Review and close day		0:15												
7:00		0:30			6:30	0:30								

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|----|----------|-------------------------|---|
| 1. | 15 mins  | Review and Day Prep     | Employee requests and completes observation.                      |
| 2. | 6:30 hrs | Observation and Qualify | Employee demonstrates Sales Level 1 ability while being observed. |
| 3. | 15 mins  | Review and Close Day    | Review and close day.   |

**LEVEL I SALES QUALIFIED**

Total Level Hours	e-Learning	Review	In role	Observations Count	Shadow, practice, and
63:00	5:30	8:15	0:00	5	49:15

## SL2 Learning Path – Day 10

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 10							
Day 10 - Sales Level 2							64	65	66	67	67.5	68.5	69.5	70
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and Day Prep		0:15												
2. Earn The Visit Part I	0:30	0:15		Y										
3. Earn The Visit Part II	0:30	0:15		Y	2:15									
4. In Role Level I Sales			2:45			0:30								
5. Review and close day		0:15												
7:00	1:00	1:00	2:45		2:15	0:30								

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|----|-----------|----------------------|---|
| 1. | 15 mins   | Review and Day Prep  | <ul style="list-style-type: none"> <li>Review the SL1 progress.</li> <li>Review areas to focus on.</li> <li>Share what has been working well.</li> </ul>  |
| 2. | 30 mins   | eLearning            | <b>Block time out for you to work directly with the employee:</b><br><b>WITH YOU</b> - Employee completes <b>Earn the Visit Part 1.</b>   |
|    | 15 mins   | Review and Discuss   | <ul style="list-style-type: none"> <li>Discuss with employee. Use questions to gauge employee's understanding.</li> </ul>   |
| 3. | 30 mins   | eLearning            | <b>Block time out for you to work directly with the employee:</b><br><b>WITH YOU</b> - Employee completes <b>Earn the Visit Part 2.</b>   |
|    | 15 mins   | Review and Discuss   | <ul style="list-style-type: none"> <li>Discuss with employee. Use questions to gauge employee's understanding.</li> </ul>   |
|    | 2:15 hrs. | Coach and Practice   | <ul style="list-style-type: none"> <li>Take employee to the Mystery Shopper page on the KC to provide example of real phone calls:               <ol style="list-style-type: none"> <li>Listen and discuss what they heard on the calls.</li> <li>Mentor can also demonstrate ETV by answering a call with employee shadowing.</li> </ol> </li> </ul> |
| 4. | 2:45 hrs. | In Role              | Employee is scheduled to support the sales counter with supervision.<br><b>IMPORTANT:</b> Multiple SL1 employees should not be scheduled at the counter at the same time.   |
| 5. | 15 mins   | Review and Close Day | Review and close day  |

## SL2 Learning Path – Day 11

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 11							
Day 11 - Sales Level 2							71	72	73	74	74.5	75.5	76.5	77
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and day prep		0:15												
2. Earn the Visit Develop and Coach					1:15									
3. Sales Promotions Basics	0:30	0:15		N										
4. Offering Certificates	0:30	0:15			1:00									
5. Online orders/PIT experience	0:15	0:15		N	0:45	0:30								
6. In Role as Level I Sales			1:30											
7. Review and close day		0:15												
7:00	1:15	1:15	1:30		3:00	0:30								

1.	15 mins	Review and Day Prep	<ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>
2.	2 hrs	Coach and Practice	<ul style="list-style-type: none"> <li>Visit the Mystery Shopper page on the KC with the employee and listen to different calls.</li> <li>Use the ETV Shadow Observation Worksheet while listening to the calls.</li> </ul>
3.	30 mins	eLearning	Employee completes <b>Sales Promotion Basics</b> .
	15 mins	Review	<ul style="list-style-type: none"> <li>Show employee where to find all current promotions on the KC.</li> <li>Ask employee to walk through the process and role play how to assist customer with promotions.</li> </ul>
4.	30 mins	eLearning	Block time out for you to work directly with the employee: <b>With you</b> - Employee completes <b>Our Certificate Program</b> .
	15 mins	Discuss and Review	Discuss with employee. Use questions to gauge employee's understanding explaining the value of the program.
5.	1 hr	Coach & Practice	Take employee to the Certificates page on the KC: <ul style="list-style-type: none"> <li>Review Certificate for Repair, Refund, or Replacement Program OBP</li> <li>Review CES LEAD Actions Checklist</li> <li>Role play overcoming objections</li> </ul>
6.	15 mins	eLearning	Employee completes <b>Online Orders &amp; Delivering the Pit Stop Experience</b> course.
	15 mins	Review	<ul style="list-style-type: none"> <li>Discuss course with employee. Ask questions to gauge employee's understanding.</li> </ul>
	45 mins	Review, Coach, and Practice	<ul style="list-style-type: none"> <li>Show employee where to find the BOPIS page on the KC.</li> <li>Ask employee to show you what they have learned in the POS (How to find the BOPIS tab, select a customer, and any necessary steps.)</li> </ul>
7.	30 mins	In Role	Employee is scheduled to support the sales counter with supervision. <b>IMPORTANT:</b> Multiple SL1 employees should not be scheduled at the counter at the same time.
6.	15 mins	Review and Close Day	Review and close day.

## SL2 Learning Path – Day 12

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 12							
Day 12 - Sales Level 2							78	79	80	81	81.5	82.5	83.5	84
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and day prep		0:15												
2. Earn the Visit Develop and Coach					1:00									
3. Special Orders	0:15	0:15												
4. In Role as Level I Sales			5:00			0:30								
5. Review and close day		0:15												
7:00	0:15	0:45	5:00		1:00	0:30								

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|----|---------|----------------------|---|
| 1. | 15 mins | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>  |
| 2. | 1 hr    | Coach and Practice   | <b>If needed:</b> <ul style="list-style-type: none"> <li>Visit the Mystery Shopper page on the KC with the employee and listen to different calls.</li> <li>Use ETV Shadow Observation Worksheet while listening to calls.</li> </ul>                                 |
| 3. | 15 mins | eLearning            | Employee completes <b>Special Orders</b> course.  |
|    | 15 mins | Discuss and Review   | Find 3-5 opportunities to have employee perform special order tasks with supervision. <ul style="list-style-type: none"> <li>Show the employee how to navigate to the Special Orders page on the KC.</li> <li>Review materials on the Special Orders page.</li> </ul> |
| 4. | 5 hrs   | In Role              | Employee is scheduled to support the sales counter with supervision.<br><b>IMPORTANT:</b> Multiple SL1 employees should not be scheduled at the counter at the same time.   |
| 5. | 15 mins | Review and Close Day | Review and close day.   |

## SL2 Learning Path – Day 13

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 13							
<b>Day 13 - Sales Level 2</b>							<b>85</b>	<b>86</b>	<b>87</b>	<b>88</b>	<b>88.5</b>	<b>89.5</b>	<b>90.5</b>	<b>91</b>
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and day prep		0:15			1:00									
2. Review and Coach						0:30								
3. In Role as Level I Sales			5:30											
4. Review and close day		0:15												
7:00	0:30	5:30	1:00	0:30										

- |    |          |                      |   |
|----|----------|----------------------|---|
| 1. | 15 mins  | Review and Day Prep  | <ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> <li>Set expectations for the day.</li> </ul>        |
| 2. | 1 hr     | Coach and Practice   | <ul style="list-style-type: none"> <li>Revisit any task the employee needs additional practice or development on.</li> </ul>  |
| 3. | 5:30 hrs | In Role              | Employee is scheduled to support the sales counter with supervision.<br><b>IMPORTANT:</b> Multiple SL1 employees should not be scheduled at the counter at the same time. |
| 4. | 15 mins  | Review and Close Day | Review and close day.   |

## SL2 Learning Path – Day 14

### Expectation

By the end of 14 Days, the employee should be able to request and complete observation with mentor to complete SL2 program and be scheduled in CREW Time.

Observation should include:

- Demonstration of consistent execution of ETV
- Proper usage of tools and software (Handle BOPIS orders, demonstrate ability to offer promotions, and complete special orders accurately)
- Improved and consistent demonstration of all skills learned in SL1

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 14							
Day 14 - Sales Level 2							92	93	94	95	95.5	96.5	97.5	98
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and day prep		0:15			1:45									
2. Earn the Visit Shadow						0:30								
3. In Role as Level I Sales			2:00											
4. Observation & Qualify					2:45									
5. Review and close day		0:15												
7:00	0:30	2:00			4:30	0:30								

1.	15 mins	Review and Day Prep	<ul style="list-style-type: none"> <li>• Briefly review anything from the previous day.</li> <li>• Answer questions.</li> <li>• Set expectations for the day.</li> </ul>
2.	1:45 hrs	Coach and Practice	<ul style="list-style-type: none"> <li>• Visit the Mystery Shopper page on the KC with the employee and listen to different calls.</li> <li>• Employee participates in calls with supervision (as needed).</li> <li>• Use the ETV Shadow Observation Worksheet while listening to the calls.</li> </ul>
3.	2 hrs	In Role	Employee is scheduled to support the sales counter with supervision. <b>IMPORTANT:</b> Multiple SL1 employees should not be scheduled at the counter at the same time.
4.	2:45 hrs	Observation and Qualify	Employee demonstrates Sales Level 2 ability while being observed.
5.	15 mins	Review and Close Day	Review and close day.

### LEVEL 2 SALES QUALIFIED

Total Level Hours	e-Learning	Review	In role	Observations Count	Shadow, practice, and
35:00	2:30	4:00	16:45	2	11:45

## SL3 Learning Path – Day 15

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 15							
Day 15 - Sales Level 3  1. Review and day prep 2. In Role Level II Sales 3. Fitment Validation - Wheels 4. Discount Card (Synchrony Finance) 5. in Role as Level 1 Sales 6. Review and close day							99	100	101	102	102.5	103.5	104.5	105
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
		0:15	3:45			0:30								
		0:30	0:15	No										
		0:30	0:15	No										
			1:15											
		0:15												
7:00	1:00	1:00	5:00			0:30								

- |    |          |                      |   |
|----|----------|----------------------|---|
| 1. | 15 mins  | Review and Day Prep  | Briefly review SL2 progress, areas to focus on, and share what has been working well.   |
| 2. | 3:45 hrs | In Role              | Employee is scheduled to support the sales counter as a Level 2 Salesperson with supervision.   |
| 3. | 30 mins  | eLearning            | Employee completes <b>Fitment Validation - Selling Wheels and Accessories</b> .   |
|    | 15 mins  | Review               | <ul style="list-style-type: none"> <li>Show employee where to find Wheels page on the KC.</li> <li>Ask questions related to content.</li> <li>Ask employee to demonstrate wheel fitment using the POS. Employee can use their own customer record / vehicle for this exercise.</li> </ul>   |
| 4. | 30 mins  | eLearning            | Employee completes <b>Discount Tire Card (Synchrony)</b> course.  |
|    | 15 mins  | Review               | <ul style="list-style-type: none"> <li>Show the employee where to find the DT Financing page on the KC.</li> <li>Review the process with the employee.</li> </ul>   |
|    |          | Coach and Practice   | <b>Important (on going opportunity)</b><br>Since there is no way to demonstrate this, the next time a store has the customer fill out the application, ask the employee to participate in the experience with the customer to gain familiarity with this process or be allowed to do it with the customer under close supervision |
| 5. | 1:15 hrs | In Role              | Employee is scheduled to support sales counter as Level 2 Salesperson.  |
| 6. | 15 mins  | Review and Close Day | Review and close day.   |



## SL3 Learning Path – Day 16

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	Day 16							
Day 16 - Sales Level 3							106	107	108	109	109.5	110.5	111.5	112
							7:45 AM	8:45 AM	9:45 AM	10:45 AM	11:45 PM	12:45 PM	1:45 PM	2:45 PM
1. Review and day prep		0:15												
2. Sunbit Financing	0:15	0:15		N										
3. B2B Fleet Support	0:15	0:15		Y										
4. Incident Reporting	0:30	0:15		N										
5. In Role Level II Sales			4:45			0:30								
6. Review and close day		0:15												
7:00	1:00	1:15	4:45			0:30								

1.	15 mins	Review and Day Prep	<ul style="list-style-type: none"> <li>Briefly review anything from the previous day.</li> <li>Answer questions.</li> </ul>
2.	15 mins	eLearning	Employee completes <b>Sunbit 2<sup>nd</sup> Tier Financing</b> course.
	15 mins	Review	Have employee show you where to find these pages on the KC: <ul style="list-style-type: none"> <li>DT Financing</li> <li>Sales Promotions</li> <li>BOPIS</li> <li>Wheels</li> </ul>
3.	15 mins	eLearning	<b>Block time out for you to work directly with the employee. WITH YOU</b> - Employee completes <b>Business-to-Business (Fleet) Support</b> course.
	15 mins	Review	<ul style="list-style-type: none"> <li>Reinforce the importance of the Fleet business.</li> <li>Ask Fleet-related questions to ensure knowledge retention.</li> <li>Show the employee where to find the Fleet page on the KC.</li> </ul>
		Coach and Practice	<b>Important (on going opportunity)</b> Since there is no way to demonstrate this, the next time a store has a Fleet customer, as the employee to participate in the experience with the customer to gain familiarity with this process or be allowed to do it with the customer under close supervision.
4.	30 mins	eLearning	Employee completes <b>Incident Reporting</b> .
	15 mins	Review	<ul style="list-style-type: none"> <li>Demonstrate how to navigate to Claims page on the KC.</li> <li>Review content/answers any questions.</li> </ul>
5.	4:45 hrs	In Role	Employee is scheduled to support the sales counter as Level 2 Salesperson (supervision as needed).
6.	15 mins	Review and Close Day	Review and close day.

### SL3 Learning Path – Days 17 & 18

Use these two “flex” days for continued selling time and follow up on open questions or concerns as needed to prepare for final Observation.

#### Expectation

By end of the 18<sup>th</sup> day, the employee should be able to request and complete the observation to complete SL3 program and be scheduled in CREW Time as a Certified Sales Apprentice.

Observation should include:

- Demonstration of consistent execution of CES and ETV
- Proper usage of tools and software
- Improved and consistent demonstration of all skills learned in SL1, 2, and 3

	e-Learning	Review Time	In Role	Observation Required (Y/N)	Shadow, Practice, and Coach	Lunch	
<b>Day 17 - Sales Level 3</b>							<b>Day 17</b>
							<b>113 114 115 116 116.5 117.5 118.5 119</b>
							7:45 AM 8:45 AM 9:45 AM 10:45 AM 11:45 PM 12:45 PM 1:45 PM 2:45 PM
1. Review and day prep		0:15					
2. In Role Level II Sales			6:30			0:30	
3. Review and close day		0:15					
<b>7:00</b>		0:30	6:30			0:30	
<b>Day 18 - Sales Level 3</b>							<b>Day 18</b>
							<b>120 121 122 123 123.5 124.5 125.5 126</b>
							7:45 AM 8:45 AM 9:45 AM 10:45 AM 11:45 PM 12:45 PM 1:45 PM 2:45 PM
1. Review and day prep		0:15					
2. In Role Level II Sales			3:45			0:30	
3. Observation & Qualify					2:45		
4. Review and close day		0:15					
<b>7:00</b>		0:30	3:45		2:45	0:30	

<b>LEVEL 3 SALES QUALIFIED</b>					
<b>Total Level 3 Hours</b>	<b>eLearning</b>	<b>Review</b>	<b>In Role</b>	<b>Observation Count</b>	<b>Shadow, Practice, and Coach</b>
<b>28:00</b>	<b>2:00</b>	<b>3:15</b>	<b>20:00</b>	<b>1</b>	<b>2:45</b>

Complete Program					
Total Program Hours	e-Learning	Review	In Role	Observations Count	Shadow, practice, and coach
126:00	10:00	15:30	36:45		63:45

**Note: When the opportunity presents itself throughout the program:**

- DT CARD (on going opportunity)**  
 Since there is no way to demonstrate this, the next time a store has the customer fill out the application, ask employee to participate in the experience with the customer to gain familiarity with this process or be allowed to do it with the customer under close supervision.
- FLEET (on going opportunity)**  
 Since there is no way to demonstrate this, the next time a store has a Fleet customer, ask employee to participate in the experience with the customer to gain familiarity with this process or be allowed to do it with the customer under close supervision.