

SALES PROGRAM

SL1 Observation

“Our First Consideration is the Safety of the Customer”

Use this Observation form to evaluate the skills learned in SL1:

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

PHASE 1 - INVITING: Build the Relationship	✓	Comments
“Be Bruce-Like” Did the Trusted Expert showed that they cared? <ul style="list-style-type: none">• Smiled, made eye contact, and introduced themselves to the customer.• Asked the customer’s name and started the conversation.• Genuine, sincere, humble, and polite.		
How well did the Trusted Expert listen with their mind and their heart to identify the customer’s immediate and true need(s)? <ul style="list-style-type: none">• Faced the customer during conversation and demonstrated empathy.• Asked open-ended questions to build relationship and learn about customer’s research and needs. If applicable, identified fleet customers.• Listened carefully to the customer.		
While conducting the VTV, did the Trusted Expert capture information and identify the customer’s driving priorities? Engaged in conversation with customer while conducting the VTV and used mobility device to capture customer first and last name, email and/or phone #.		
Mobility Device		
Accurately captured tread depth, DOT and VIN.		
Performed complete assembly inspection from the center cap outward		
Assembly Inspections		
Performs complete inspections from the center cap outward.		
Confidently speaks to the 5 sections we inspect and what we look for		
Asked follow-up questions, as needed, to learn about other needs, including brand preferences, wiper blades , a desire for aftermarket wheels, and/or accessories.		

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PHASE 2 - EASY: Empower the Customer	✓	Comments
<p>"Keep it simple"</p> <p>How well did the Trusted Expert educate and empower the customer with the information they need to make an informed and safe decision?</p> <ul style="list-style-type: none">• Shared findings from the VTV in a genuine and caring way.• Used the Know Your Numbers board to explain both tread depth and tire age for the customer's current tires, and how they relate to safety.• Used other customer lounge tools when applicable.		
<p>Used Tires</p> <ul style="list-style-type: none">• Understands the standards that must be met to be accepted for resale.		
<p>Repairing the injury</p> <ul style="list-style-type: none">• Injuries: Understands and can speak to what can and can not be repaired.• Acknowledged the immediate need and asked permission to make a recommendation that addresses the true need.• Kept customers safe by recommending tires at 4/32 and/or 6 years or older every time.		

PHASE 3 - SAFE: Personalize the Recommendation		
<ul style="list-style-type: none">• Did the Trusted Expert involve the customer in the recommendation? Went through Treadwell together with the customer.		
<ul style="list-style-type: none">• Selected the appropriate persona for the customer based on what was learned about their driving habits.		
<ul style="list-style-type: none">• Presented one personalized recommendation with certificates.		
<ul style="list-style-type: none">• Demonstrated respect by pausing and providing the customer opportunity to consider the recommendation. (Asked the customer what they think)		
<p>POS</p> <ul style="list-style-type: none">• Overview - Explained what the left-side menu items and Invoice Sales screen tiles are used for.• Creates and edits customer records• Explained our 3 customer types and can look up customer history• Can convert BOPIS, WEB and Appointments to invoices• Can create invoices for purchases and free services• Can finalize invoices and explain the journey tracker		
<p>Fitment</p> <ul style="list-style-type: none">• Entered vehicle with correct year, make, model and trim package.• Verified tires meet load and rim width requirements		

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Treadwell, Tire Performance, Tire Design	
• Understands Treadwell, its purpose and where the data comes from.	
• Knows what the three personas are and how to identify a customers persona	
• Understands advantages and disadvantages of every tire. Explains common design compromises and trade-offs.	
• Distinguishes difference between all tire types and understands the performance expectations, pros and cons of each.	
Did the Trusted Expert overcome objections (if applicable)?	
• Listened and addressed objections appropriately (including getting the manager involved, if needed).	
• Made every effort to provide a solution to earn the customer's business: used compare and contrast, in-store mail-in rebates, Discount Tire financing, trade-in, shop competition.	
Did the Trusted Expert finalize the transaction and set expectations?	
• Offered Discount Tire financing.	
• Thanked the customer and reassured them they made the right choice.	
• Reviewed the invoice or work order with the customer.	
• Provided the customer an accurate promise time.	
• Answered any remaining questions.	

Working around Moving vehicles	
• Safely guides vehicles into and out of the service bays	
• Uses proper hand signals and eye contact while standing to the side	

Pulling Stock	
• Accurately identifies and pulls tires, wheels TPMS rebuild kits from invoice.	