

# SALES PROGRAM

## SL2 Observation

"Our First Consideration is the Safety of the Customer"

Use this Observation form to evaluate the skills learned in SL2:

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

Greeting and Name Exchange	✓	Comments
<ul style="list-style-type: none"><li>• Be prepared to answer the call</li></ul>		
<ul style="list-style-type: none"><li>• Personalized, professional greeting with energy, enthusiasm, and empathy or excitement</li></ul>		
<ul style="list-style-type: none"><li>• Identify and acknowledge the reason why they are calling (immediate need)</li></ul>		

Addressing the Immediate Need	✓	Comments
<ul style="list-style-type: none"><li>• Ask if the customer has done business with us before and <b>thank them</b></li></ul>		
<ul style="list-style-type: none"><li>• Gather vehicle information (<i>Year, Make, Model, and trim using fitment guide to verify correct tire size</i>)</li></ul>		
<ul style="list-style-type: none"><li>• Share the value of doing business with us (competitive advantages) while looking up what the customer is calling about (<i>Ex: With every tire purchase we give you free services nationwide - flat repair, rotations, rebalancing, air checks, tire pressure monitoring system resets, free wiper blade inspections, and pro-rated road hazard</i>)</li></ul>		
<ul style="list-style-type: none"><li>• Find out when they want to make a purchase or have service performed</li></ul>		
<ul style="list-style-type: none"><li>• Identify where the customer is on their journey. (<i>ex: asked if customer has researched any product, shopped around, or has a price or brand in mind</i>)</li></ul>		

Personalizing the Experience	✓	Comments
<ul style="list-style-type: none"><li>• If the customer wants a particular brand, provide a price quote, and promise we will beat any price on that tire</li></ul>		
<ul style="list-style-type: none"><li>• Quote the lowest price for customer's size and fitment</li></ul>		
<ul style="list-style-type: none"><li>• Ensure the customer understands <b>we will beat any price</b> (<i>Ex: If you shopped around before calling us, we will beat that price – period</i>)</li></ul>		
<ul style="list-style-type: none"><li>• Share personalized benefits of DTC: Pick 1 or 2 things that <u>YOU</u> believe set us apart from the competition (other than price) (<i>Ex: Treadwell data, get 30% shorter average wait time when you buy and book online, using our phone app to save time and check in from home</i>)</li></ul>		

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Ending the Call	✓	Comments
<ul style="list-style-type: none"> <li>Make sure you have answered all their questions</li> </ul>		
<ul style="list-style-type: none"> <li>Invite the customer to the store. Offer appointments to customers who ask, NOT to gain the commitment.</li> </ul>		
<ul style="list-style-type: none"> <li>Give the specific store location, landmarks, and when we expect them to come in</li> </ul>		
<ul style="list-style-type: none"> <li>Restate your name and let them know to ask for you when they arrive</li> </ul>		
<ul style="list-style-type: none"> <li>Let them know what to expect when they arrive at your store (<i>ex: Meet the greeter if applicable</i>)</li> </ul>		
<ul style="list-style-type: none"> <li><b>Thank them</b> by name for calling and the opportunity to earn their business</li> </ul>		

Sales Promotions	✓	Comments
<ul style="list-style-type: none"> <li>Can locate promotions, rebate forms, and QRG on the KC</li> </ul>		
<ul style="list-style-type: none"> <li>Offers promotions when appropriate</li> </ul>		
<ul style="list-style-type: none"> <li>Accurately Finalizes invoice with a sales promotion following QRG</li> </ul>		

BOPIS, Appointments, Pit Stop Experience, Next in Bay	✓	Comments
<ul style="list-style-type: none"> <li>Understands customer expectations, where to locate orders in POS, and how to contact customers. (<i>Refers to QRG and Best Practice when needed</i>)</li> </ul>		
<ul style="list-style-type: none"> <li>Executes Pit Stop experience accurately</li> </ul>		
<ul style="list-style-type: none"> <li>Executes Next in Bay Experience accurately.</li> </ul>		

Special Orders, STOs, POs	✓	Comments
<ul style="list-style-type: none"> <li>Can locate Best Practice and follow CTQ steps.</li> </ul>		
<ul style="list-style-type: none"> <li>Can accurately create, manage, receive and contact customers regarding special orders.</li> </ul>		
<ul style="list-style-type: none"> <li>Can locate and follow the Tire and Wheel purchase decision trees</li> </ul>		