



LET'S GET YOU TAKEN CARE OF®

## SHOWROOM CLEANLINESS VISUAL STANDARD

## SALES COUNTER – WALL POSTERS



- Computer monitors are located where the customer can see the screen
- Phones and computers are within easy reach

## SALES COUNTER – WALL POSTERS



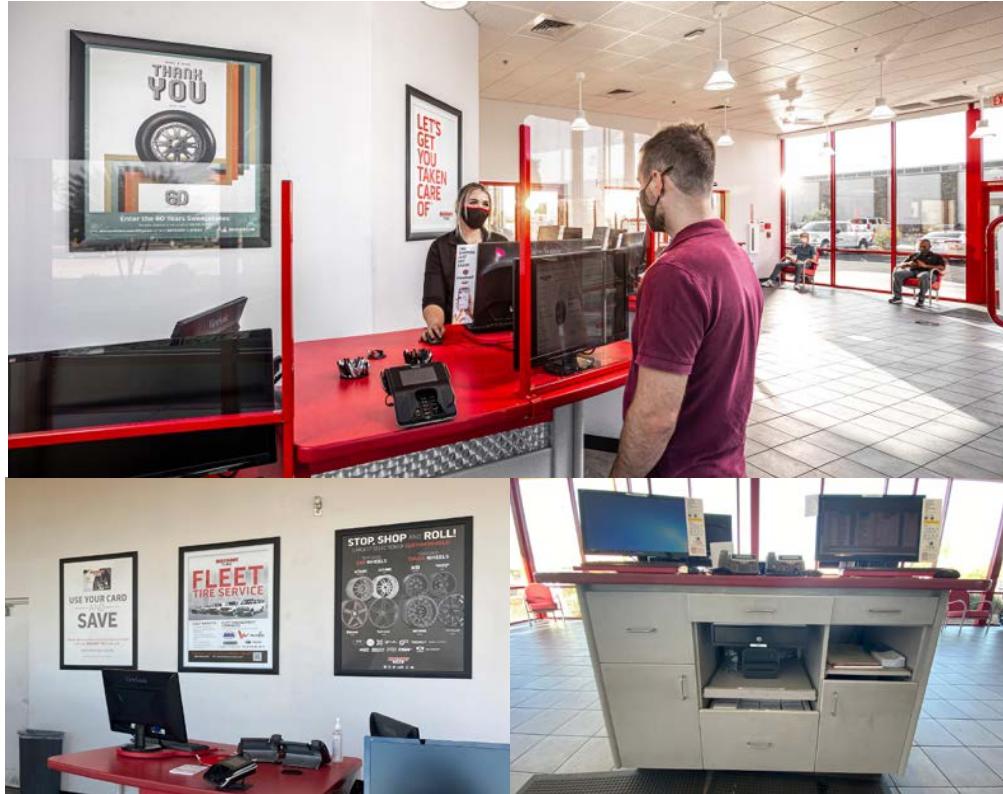
- Counter and computers are clean, organized and uncluttered.
- Storage under the counter is labeled and organized.
- Items most often used are within shortest reach, including :
  - Tire Registration cards
  - Rebate
  - Customer invoice envelopes
  - Hand sanitizer and disinfecting wipes

## SALES COUNTER – WALL POSTERS



- Wall posters are current and displayed separately from the POP. (update image – No wall posters above bay window.)
- Lifestyle posters are evenly spaced along the wall and can be seen from the sales counter.
- **“Safety First” sign** is posted on the backroom door slightly below eye level.

## SALES COUNTER – WALL POSTERS



- ✓ A clean sales counter demonstrates a professional Can-do attitude.
- ✓ Customers will appreciate the Unexpected Experience of a clean and inviting store.
- ✓ Less time spent looking for the tools and sales materials allows more time to focus on our customer's needs.
- ✓ Displaying the Lifestyle posters near the sales counter conveys style and enthusiasm to the customer

# SHOWROOM MARKETING



- Window Signage Display Guidelines

# SHOWROOM MARKETING



- "Know Your Numbers" board is up to date.
- Board is prominently displayed so that it can be seen from the door.

[Click here for more details](#)

# SHOWROOM MARKETING



- Current promotions and POP reflect Low Prices and More Choices.
- Spacing of displays allows room for customers to browse.

# SHOWROOM MARKETING



- Windows are clean.
- All light bulbs work.
- Air vents are clean.
- Ceiling tiles are clean and undamaged.
- Hard surfaces, including plexiglass dividers are wiped down between customers..

# SHOWROOM MARKETING



## Impact on Your Business – **Sell More, Sell Better**

- ✓ A clean showroom demonstrates a professional Can-do attitude.
- ✓ A clearly displayed "Know Your Numbers" board makes it easier to empower customers.

## SHOWROOM SEATING AREA, BATHROOM



- Seating area is neat, clean and accessible.
- Set up according to CDC guidelines with appropriate distancing.
- Music is inviting and played at a reasonable volume.
- Seating area and surrounding areas are handicap accessible.

## SHOWROOM SEATING AREA, BATHROOM



### **Floors are clean and dry.**

- Bowl is clean and ring-free.
- Sink and caulking are clean.
- Good lighting.
- Soap dispenser full.
- Hand towel dispenser full.
- Two toilet paper rolls.
- Toilet seat protectors supplied.
- Air fresheners on hand.

# OFFICE



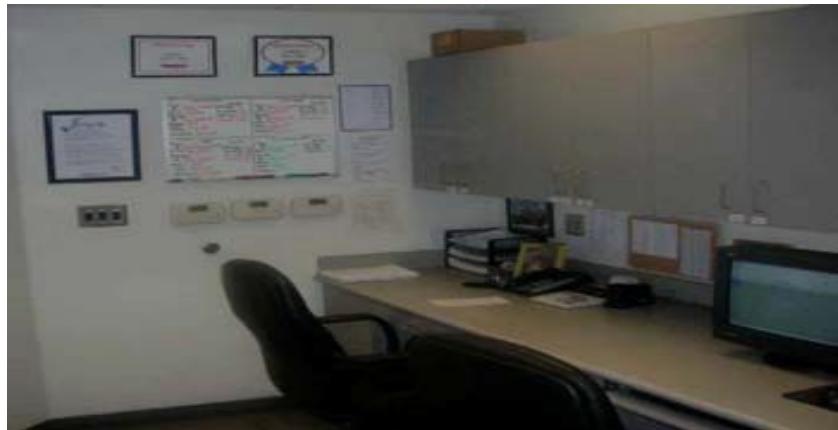
- Computers and phones are properly placed for access.
- Desktops are clear of trash and debris.
- Filing trays are labeled and organized.

# OFFICE



- Information that should be displayed:
  - Sales goals
  - Scheduling
  - Dream poster

# OFFICE



## Impact on Your Business

- ✓ Having the sales and unit goals displayed is a great way to communicate and identify opportunities to Sell More and Sell Better.