

RSS

- Interactive, facilitator-led virtual training sessions, with polling, chat, and small group breakouts
- Pre-session reading and written exercises

Customer loyalty is tougher to create than ever before. Retail and commercial tire customers have many more options and are increasingly savvy with online research. How do these shops attract and retain loyal customers? By increasing skills and knowledge so that they can add value to every customer interaction, through exceptional service and improved selling skills and by reading cues and responding appropriately to close the sale. **RSS—Retail Sales & Service** is designed to target the development needs of retail tire sales associates to drive sales and increase customer loyalty.

Virtual sessions explore topics in- depth and build competence with exercises and skill practice.

Three two-hour live virtual sessions facilitated by a MOHR Retail consultant
Cost: \$350 per participant and includes:

- Three virtual facilitated sessions
- eBooks and reference guides
- 90-day reinforcement mobile app with gamification and competitive leaderboard to maximize retention

Dates:

May 9, 16 and 23
Nov. 7, 14 and 21

Times: Every Tuesday from 10-Noon EST.
(3 two-hour sessions)

Cost: \$350/person

SESSION 1

- Introduction
- Reflection/discussion on building customer loyalty.
- 3 service skills to create an environment where customers feel welcomed and relaxed.
- Focus on the Customer, Maintain or Enhance Self-Esteem, Provide Efficient Service.

SESSION 2

- 5 primary skills for helping customers make decisions when buying and enhancing their experience with additional recommendations:
Each skill includes an introduction, tire retail-specific examples, and written exercises that challenge the group to apply the skill to their own client base.
- Ask Purposeful Questions, Selling Value, Listening to Reinforce Decisions, Expanding the Sale, Closing the Sale.

SESSION 3

- Overcoming Objections; Gaining Customer Commitment
- Participants see and debrief a live model script combining the 8 skills to a specific customer interaction.
- Apply a 5-step service interaction to their own real-world scenario.
- Practice the skills and strategies in small group breakout sessions.
- Taking Action tool for planning how to use, what was learned immediately back on the job.

RETAIL SALES & SERVICE REGISTRATION FORM



WAYS TO REGISTER

MAIL

Tire Industry Association
1532 Pointer Ridge Place, Suite G
Bowie, MD 20716-1883

PHONE

301.430.7280
800.876.8372

FAX

301.430.7283

EMAIL

choogenboom@tireindustry.org

WEBSITE

www.tireindustry.org

Click on Training

ATTENDEE INFORMATION

Name _____ Job Title _____

Company _____ Yrs. Experience _____

Address _____

City _____ State _____ Zip+4 _____

Country (if other than U.S.) _____

Phone _____ E-mail _____

CLASS TUITION & SCHEDULE

The below offerings of the Retail Sales and Service training program are delivered via three (3) virtual Zoom meetings of two hours each.

Please select your program dates below:

☐ **May 9, 16 and 23**

☐ **Nov. 7, 14 and 21**

Every Tuesday from 10-Noon EST (3 two-hour sessions)

Tuition \$350/person

Within one week of registering, you will receive confirmation from TIA.

Login information will be provided by Mohr Retail.

METHOD OF PAYMENT

☐ Check (Make payable to TIA) ☐ Invoice me. My company's PO authorization number for this transaction is _____

☐ VISA ☐ MasterCard ☐ AMEX

Credit Card Number _____ / _____ / _____ / _____ Expiration Date _____ / _____ CW _____

Card Holder Name _____ (Please print) Card Holder Signature _____
☐ Checking this box represents my electronic signature

Cardholder Billing Address _____ City/State/Zip _____

TIA USE ONLY

INVOICE # _____ CONF # _____



MOHR RETAIL

Dear RSS Participant,

Welcome, we're glad you are here! The **Retail Sales & Service (RSS)** program that you are participating in contains skills and strategies successfully used by literally thousands of managers to maximize productivity. Store Managers frequently tell us that using the training they are able to get more done with less, develop associates more quickly and drive sales by creating more accountability for solving problems that allows them time to focus on more strategic issues in their stores.

We have worked hard to glean the best research and ideas about what makes a store management team successful in people management from retailers around the country and translate that into a compelling, easy to use training program. The tools, information, and content of the **RSS** program are brought to you for your personal use. We are confident it will be extremely valuable to you immediately back on the job. We encourage you to use whatever you learned from this program along with any tools provided to your personal advantage.

We also ask that you do not duplicate, share, or otherwise use all or any part of this material to augment any other program or to teach other peers and direct reports back at your company. The fees paid by your company represent individual tuition. Benefits that others might gain should be through their own participation in one of our on-site or public sessions. Please have them or someone from your company contact us at the options below to schedule additional managers who are interested in attending this program.

Please sign to your understanding and return with your registration. Thank you for your integrity and understanding. Have a great session.

CEO, MOHR Retail

Print Name & Membership Company

Sign & Date here