



- Scenario-based, facilitator-led learning sessions
- DiSC personal insights
- Technology-based microlearning
- Online skill-building

From technology to the economy to new competition, there are plenty of factors outside the control of today's commercial tire store managers. The one thing they can influence? People. TIA's **Commercial Tire Store Leadership (CTSL)** develops the interpersonal skills managers need to coach, and retain associates whether they be OTR teams, Fleet Service, Techs, or Outside Sales, to consistently deliver exceptional performance and memorable customer experiences. By learning practical techniques drawn from our national research, your store managers, assistants, and Service Managers will be able to apply proven strategies to keep their teams engaged, inspired, and productive no matter what challenges or surprises may come their way.

**DELIVERY OPTIONS:** Virtual (Eight two-hour virtual sessions)

**COST:** \*\$950 per participant includes facilitation, DiSC®, and 100-day pre & post-training microlearning reinforcement app, participant tool kit with post session on the job tools and a producer for all virtual sessions (*a virtual producer supports all virtual workshops to eliminate technical challenges, enhance participant engagement and learning and ensure a seamless experience*). \*\$25 discount off published pricing of \$975 for TIA members only. \*\*Private sessions of 15-18 will have additional discount of \$25 per person for a price of \$925 per person including all materials and facilitation and MOHR Access mobile app.

**SESSION 1: Role of the Leader**

- Motivation Cycle
- Flexing Leadership Roles

**SESSION 2: Role of the Leader (cont'd)**

- Leading vs Managing
- Assessing the Team

**SESSION 3: Discovering Your Leadership Style**

- Online Personalized DiSC® Communication Style Report

**SESSION 4: Communication Skills**

- Mastering the Four Critical Communication Skills

**PERFORMANCE SITUATIONS**

Combination of microlearning prework, virtual facilitation for a deeper dive, and individual practice with real-world scenarios, plus three levels of daily reminder microlearning via mobile app, with retention questions:

**SESSION 5: Setting Performance Expectations**

Part of onboarding, ensuring every associate knows the standards, training, and evaluation used to make sure they're successful in their new position.

**SESSION 6: Improving Below Standard Performance**

Helping associates who are struggling with poor performance identify and solve problems so they can get back on track and be more motivated.

**SESSION 7: Effective Floor/Field Supervision**

Using guideposts and tools to read cues and respond appropriately and make strategic decisions that impact associate performance and customer experience.

**SESSION 8: Coaching in Real Time**

When choosing to give immediate feedback about selling and service, a 4-step coaching strategy that associates can commit to and use quickly.

**BEFORE THE SESSIONS (included in pricing)**

- **Everything DiSC® Online Survey:** Foundation for learning, application, and change.
- **Communication Skills Microlearning with Level 1 Questions:** Applied to all modes of communication store leaders use.

**DURING AND AFTER THE SESSIONS (included in pricing)**

- **Microlearning:** 90-day mobile app with gamification and competitive level 1-3 questions, leader board to maximize application and retention.

Contact us to learn more: [training@tireindustry.org](mailto:training@tireindustry.org) or 800-876-8372 x106