



- 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: *\$925 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*). *\$100 discount off published pricing of \$1,025 for TIA members only. **Private sessions of 15-18 will have additional discount of \$25 per person for a price of \$900 per person including all materials and facilitation.

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.

COMMERCIAL TIRE STORE LEADERSHIP TRAINING 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

training@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 Commercial Tire Store Leadership Training is delivered via eight (8) virtual Zoom sessions of two hours each. The cost is \$925 per person and includes pre-engagement and 90 days post-training microlearning reinforcement.

October 1, 8, 15, 22, 29, November 5, 12, and 19, 2025 (8 weekly meetings, 10 am - Noon EST)

Tuition \$925

Within one week of registering, you will receive confirmation from TIA. Login information will be provided by MOHR Retail. 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 _____ Card Holder Signature _____
(Please print) Checking this box represents my electronic signature
Cardholder Billing Address _____ City/State/Zip _____

TIA USE ONLY

INVOICE # _____ CONF # _____



MOHR RETAIL

Dear TIA RML Participant,

Welcome, we're glad you are here! The virtual **Retail Multi-unit Leadership (vRML)** program that you are participating in contains skills and strategies successfully used by literally thousands of retail multi-unit managers to maximize productivity. Participants 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.

We have worked hard to glean the best research and ideas about what makes a 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 **vRML** 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 virtual 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