

# vCTSL

- Scenario-based, facilitator-led virtual training sessions
- Technology-based microlearning
- Online skill-building

From technology to the economy to public health crises, there are plenty of factors outside the control of today's commercial tire store managers. The one thing they can influence? People.

**Virtual Commercial Tire Store Leadership (vCTSL)** develops the interpersonal skills managers need to create connections, coach, and retain associates who consistently deliver exceptional performance and memorable customer experiences. By learning practical techniques drawn from our national research, your store managers, assistants, and leads 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.



**Eight two-hour sessions**

**Cost: \$750 per participant (includes virtual facilitation, DiSC®, and 90-day post-training microlearning)**

SESSION 1: Role of the Leader	SESSION 2: Role of the Leader (cont'd)	SESSION 3: Discovering Your Leadership Style	SESSION 4: Communication Skills
<ul style="list-style-type: none"> <li>• Motivation Cycle</li> <li>• Flexing Leadership Roles</li> </ul>	<ul style="list-style-type: none"> <li>• Leading vs Managing</li> <li>• Assessing the Team</li> </ul>	<ul style="list-style-type: none"> <li>• Online Personalized DiSC® Communication Style Report</li> </ul>	<ul style="list-style-type: none"> <li>• Mastering the Four Critical Communication Skills</li> </ul>

## 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:

<p><b>SESSION 5: Setting Performance Expectations</b></p> <p>Part of onboarding, ensuring every associate knows the standards, training, and evaluation used to make sure they're successful in their new position.</p>	<p><b>SESSION 6: Improving Below Standard Performance</b></p> <p>Helping associates who are struggling with poor performance identify and solve problems so they can get back on track and be more motivated.</p>
<p><b>SESSION 7: Effective Floor &amp; Field Supervision</b></p> <p>Using guideposts and tools to read cues and respond appropriately and make strategic decisions that impact associate performance and customer experience.</p>	<p><b>SESSION 8: Coaching in Real Time</b></p> <p>When choosing to give immediate feedback about selling and service, a 3-step coaching strategy that associates can commit to and use quickly.</p>

## BEFORE THE SESSIONS

- **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.

## AFTER THE SESSIONS

- **Microlearning:** 90-day mobile app with gamification and competitive leader board to maximize application and retention.

## PROGRAM DATES

This program includes eight 2-hour virtual Zoom meetings.

Meeting times are 10 am to Noon (EST) on the dates listed below: (Mondays and Wednesdays):

September 13, 15, 20, 22, 27, 29 and October 4 & 6.

# 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

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 Commercial Tire Store Leadership Training is delivered via eight (8) virtual Zoom meetings from 10:00 am until noon (Eastern Time). The cost is \$750 per person and includes pre-engagement and 90 days post-training microlearning reinforcement.

The schedule is as follows:

- September 13, 15, 20, 22, 27, 29 and October 4 & 6.

### Tuition \$750

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 \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV Code \_\_\_\_\_  
Card Holder Name (please print) \_\_\_\_\_ Card Holder Signature \_\_\_\_\_

**TIA USE ONLY**

INVOICE # \_\_\_\_\_ CONF # \_\_\_\_\_



**MOHR** RETAIL

Dear CTSL Participant,

Welcome, we're glad you are here! The **Commercial Tire Store Leadership (CTSL)** 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 **CTSL** 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