



Bridgestone Champions 2024

Wrap Up
27th November 2024





Bridgestone Champions 2024

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Overview of Course

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Review 2024 Support

Bridgestone Champions 2024



Bridgestone Champions 2024

Philip Parsons	ETB
James Tucker	ETB
Robert Hawkins	ETS
Kieron Thompson	STS Tyre Pros
Francis Johnson	STS Tyre Pros
Stuart Williams	Listers Group
Kieran Grinter	Merityre
Harry Palmer	Savoy Tyres
Anthony Lee	Tanvic
Chris Worboys	Tanvic
Anthony Meggison	Tyre Spot (Stag Tyres)



THE
MAGNIFICENT
SEVEN

Thank You.. 



/ BRIDGESTONE CHAMPIONS 2024 SCHEDULE



Bridgestone Champions is a Programme designed to build a relationship with key individuals within our top customer's businesses, to work closely with them and train and educate them on all things Bridgestone plus other important tyre industry-related topics! The aim is for the attendees to become the "Bridgestone go-to person" within their respective businesses, and be able to cascade their learnings and knowledge into each of their respective retail and wholesale outlets



Please score out of ten!

/ 2024 SCHEDULE

WELCOME LAUNCH AND INDUSTRY UPDATE (13 March 2024) ▶

PRODUCT, TECHNICAL & ELECTRIC VEHICLE TRAINING (17 April 2024) ▶

MAPS EDUCATION WORKSHOP (15 May 2024) ▶

RETAIL GUEST SPEAKER & RETAIL FOCUS DAY (20 June 2024) ▶

UK DRIVING EVENT (3rd September) ▶

TELEPHONE TRAINING INCORPORATING ONLINE EDUCATION SESSION (16 October 2024) ▶

WRAP UP AND AWARDS (27 November 2024) ▶

<https://www.bschampions.co.uk/>

WELCOME LAUNCH AND INDUSTRY UPDATE (13 March 2024) ▶



13th March 2024



10.00am - 4.00pm



[Bridgestone Warwick](#)



[Welcome to Bridgestone Champions 2024](#) (5mb)



[UK Tyre Market](#) (5mb)



[BS Champions Marketing slides 2024](#) (400mb)

Welcome to the program

Enrolment & Giveaways:

Course overview and welcome packs

The Tyre Industry Market:

Short presentation on current market place

Digital Workshop:

What's new, How it works, Social Media guide

Marketing and Bridgestone Selling Tools:

How to make selling out tyres easy!

Bridgestone staff:

Mark Fereday
Helen Roe

Phil Berry
Keith Thomas

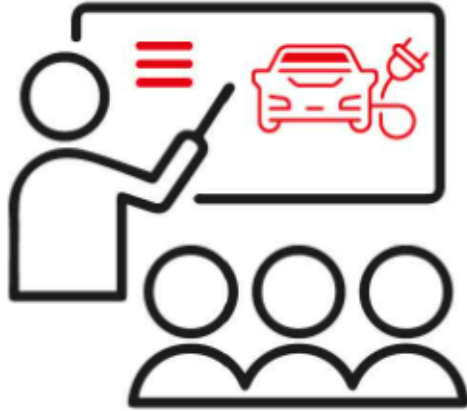
Adrian Reeves
Craig Adams

Invites to:

Brett Emerson

Andrea Manenti

Andy Mathias



17th April 2024



10.00am - 4.00pm



[Bridgestone Warwick](#)



[Technical, Product and EV Tyre Training](#) (40mb)



This is an introduction in to passenger car tyres.

This training starts with the basics and then delves deeper in to BRIDGESTONE tyre technology, like Run Flat Technology, B-Silent, B-Seal, O-Logic, etc...Learn also why Original Equipment Manufacturers (OEM's) ask tyre manufacturers to brand the tyre with their unique mark and why correct selection is important in order to maintain the correct vehicles DNA performance.

Learn all about the current Bridgestone PC4 line up

From how it is constructed through to its unique unique selling points, and its strenghts when it comes to out performing its competitors! Tyre range will include all Bridgestone products including the Turanza 6, the Potenza Sport and Race, plus the awesome Duravis van range. All summer and All Season technology and features and benefits will be discussed and demonstratedis important in order to maintain the correct vehicles DNA performance.

Bridgestone staff:

Paul Turner

Peter Moulding



15 May 2024



9.00am - 5.00pm



[Bridgestone Warwick](#)

www.alchemistlearningjourney.com

[Bridgestone Sales MAPS Winning in Premium 2024 final2.pdf \(.15mb\)](#)

Maps Assistance please contact -
fraserj@thisisalchemist.com

MAPS' is a bespoke sales methodology that:

Re-defines how the industry sells tyres to the consumer. Develops Bridgestone customers with the mindset and skillset to sell Premium and promote and grow the Bridgestone brand. Completely changes the conversation Bridgestone customers are having with consumers ('value, not price').

This is Alchemist training:

But not as you know it. We build learning experiences that are deeply personal to your company and your people.

Alchemist staff:

Nicky Stirling

Kerr Wells



20 June 2024



10.00am - 4.00pm



[Bridgestone Warwick](#)

We will potentially be opening this up to other members of your higher management.

Andrew McMillan

Specialises in employee engagement, customer experience and the leadership required to create the link between the two. Previously, he spent 28 years working for the John Lewis Partnership, starting as a management trainee to becoming responsible for customer experience across the department store division.

Nigel & Lyn Bromley

Managing relationships and building trust.

Nigel & Lyn will talk about how to cope with the stresses of managing relationships in the moment, and techniques to help you build a genuine trust based relationship with customer, colleagues, and leaders. They'll take us on a journey about mindset, body language and communications and include some exercises you'll be able to put into practice and share with your teams.

[Bridgestone Presentation.pdf \(.1mb\)](#)

[Bridgestone Stimulus.pdf \(.10mb\)](#)

[Building trusted relationships.pdf \(.10mb\)](#)



3rd September



10:30 a.m – 4p.m (approx.)



Donington Park (Heritage Loop)

We will be delivering an exciting driving day at Donington Park (Heritage Loop) for all Bridgestone Champions to sample for themselves the features and benefits of the Bridgestone products!

This training starts with the basics and then delves deeper in to BRIDGESTONE tyre technology, like Run Flat Technology, B-Silent, B-Seal, O-Logic, etc...Learn also why Original Equipment Manufacturers (OEM's) ask tyre manufacturers to brand the tyre with their unique mark and why correct selection is important in order to maintain the correct vehicles DNA performance.





16 October 2024



10.00am - 4.00pm

[Bridgestone Warwick](#)

A one day course delivered face to face, to enhance reception staff call answering techniques.

Subjects covered include: Importance of the telephone Common mistakes when taking calls Key skills for effective telephone use: Building rapport, Customer information gathering, Mystery shopper / live calls, Questioning techniques, Understanding customer needs, Overcoming objections, and Closing the call.

Online:

Plan your strategy to capture the hearts, minds, and wallets of today's eCommerce shoppers. Learn the current eCommerce market trends & how to implement them for your brand. Online tyre shopping has grown in popularity recently. The ease of internet buying and the capability to compare prices and products from many suppliers are to blame for the change in consumer behaviour.



Bridgestone Champions

Capture the hearts, minds, and wallets of today's eCommerce shoppers.



[Download the Bridgestone eCommerce pdf](#)



Bridgestone Champions

Capture the hearts, minds, and wallets of today's eCommerce shoppers.



[Download the Importance of the Telephone pdf](#)

Bridgestone staff:

Paul Turner

Adrian Reeves

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Adrian Reeves: Wrap Up

5 mins



Open discussion

The Rise of AI

How did you get on?

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Feedback Session: 2024

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Harry Palmer	Savoy Tyres
Anthony Lee	Tanvic
Chris Worboys	Tanvic
Anthony Meggison	Tyre Spot (Stag Tyres)





Log in to:

www.menti.com



Enter the code to join

It's on the screen in front of you

2430 0853

Join

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Bridgestone Plus 2025: Business Development

BS CUSTOMER SERVICE ACCREDITATION

BS TYRE MILEAGE GUARANTEE

BS DRIVING EVENTS

BS WHOLESALE PLATFORM

BS PHYSICAL & TELEPHONE MS

BS EVENT SUPPORT

SALES TOOL

MEASURE & IMPROVE

BS PRODUCT DEMO

BS PARTNER WEEK SUPPORT

BS PROMOTION

BS PROMOTION

SALES REWARDS

BS CONF & SHOWS

3RD PARTY SALES

BS IN STORE POS

BS TRAINING

TRAINING SUPPORT

BS PRINT & DIGITAL

ONLINE TRAINING

BS TYRE DISPLAY

BS CHAMPIONS

BS PRODUCT KNOWLEDGE

BS REWARDS PROGRAMME

RETAILING SKILLS

BS REWARDS PLATFORMS

BS CSR SUPPORT & E CENTRE

BS SPONSORSHIP PACKAGES

BS MERCHANDISE

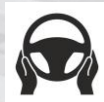
BS ROAD SAFETY SUPPORT

BS E CENTRE FOCUS

BS DIGITAL SUPPORT

BS SEOPACKAGES

BS WEBPACKAGES



Recommendations for 2025:



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