



LEARNING TRANSFORMED



ACCREDITED SALES TRAINING FOR BRIDGESTONE CHAMPIONS

2024



AGENDA



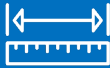



09.00	Introductions, Objectives and Winning in Premium	14.45	Quick Fire Tyre Clinic
09.40	What is the Role of Premium?	15.15	Break
10.00	Maps of the World	15.30	Objection Handling
10.45	Break	16.00	Confirming and Communicating
11.00	Psychology – Industry Self-Talk - Influence	16.30	How to Achieve your Accreditation
11.45	Moments of Difference and MAPS	17.00	Close
12.30	Lunch		
13.15	Old World vs New World and Customer Journey		
13.45	Mr Jeffries – Customer Scenario		



WHAT IS MAPS?



	Training programme and 'Learning Journey'
	Ensuring we sell the right tyres, to the right customers at the right price (customer centricity)
	Designed with you in mind - totally relevant to your business
	City & Guilds Accredited

MAPS

City & Guilds Accredited Programme

A fully accredited, face-to-face Learning Journey for Bridgestone Champions

BRIEFING CALL

30-minute briefing call presenting and explaining the MAPS Learning Journey.

PURPOSE - To make Participants aware of;

- The structure and scope of the Learning Journey and what it is made up of
- Top line content and learning objectives
- Their role as Bridgestone Champions in applying MAPS

OUTPUTS - Participants understand;

- Why they are participating in the Learning Journey and the 'What's in it for me' (WIFM) factor
- What is involved in the Learning Journey
- How they can achieve a City & Guilds by completing the Learning Journey
- The skills, behaviours and mindsets they will develop
- Key actions they must take (Action Planning)
- How to prepare mentally and get the best from the opportunity



TRAINING EVENT 15th May 2024

A specialist Alchemist facilitator will deliver a highly practical 1-day face-to-face training experience that will ignite a change in mindset for all attending managers and provide a selection of pre-designed scenarios for Participants to practise and master using simple sales tools and techniques aimed at selling more of Bridgestone's premium product mix. The objective by the end of this event is for participants to gain the knowledge and insight to coach their learnings back to their teams.

OBJECTIVES - By the end of the module, Participants will be able to;

- Use simple sales tools and techniques to sell more Bridgestone premium products
- Communicate the value of Bridgestone premium products
- Protect price and margin when selling Bridgestone premium products
- Use a simple sales structure to achieve consistent results
- Adopt a consumer-centric mindset



1
DAY



City & Guilds Accredited Programme



OUTLINE AND CONTENT

- 09.00 Introductions, Objectives and Winning in Premium
- 09.40 Premium Mindset
- 10.00 Maps of the World
- 10.45 Break
- 11.00 Psychology – Industry Self-Talk
- 11.30 Moments of Difference and MAPS Lunch
- 12.30 Lunch
- 13.15 The Old World vs New World Tyre Industry
- 13.45 Mr Jeffries – Customer Scenario
- 14.45 Quick Fire Tyre Clinic
- 15.15 Break
- 15.30 Objection Handling
- 16.00 Confirming and Communicating
- 16.30 How to Achieve your Accreditation
- 17.00 Close.

EMBEDDING AND ACCREDITATION

City & Guilds accreditations will be awarded to all participants at 3 levels (Distinction, Pass or Merit). The level of accreditation will be based on evidence of putting the training into practise (sales tools) and increased sales and margin of Bridgestone premium products sold.



ACTION
PLANNING



BRIDGESTONE



WHAT'S IN IT FOR YOU?



Make more money

Sell and fit more profitable tyres

Achieve a City & Guilds Accreditation

Your own personal award

Learn new skills

To help you inside and outside of work

Better customer relationships

Long term business

Stronger business performance

Greater job security

Becoming the coaches

Supporting your team



LEARNING TRANSFORMED



WHAT TO EXPECT



Simple tools from the trainer



Lots of theory



Storytelling



To be told what to do



Plenty of discussion



Short activities



Shields Exercise



WHAT IS THE ROLE **OF PREMIUM**



PREMIUM MINDSET - CUSTOMER CENTRICITY



Empowers branch managers to educate customers on ENLITEN technology for informed decisions.



Highlights ENLITEN's sustainability and EV-readiness, meeting eco-friendly customer preferences.



Affirms Bridgestone's commitment to safety, ensuring customer confidence, performance and sustainability



Positions premium pricing as a customer-centric strategy, ensuring long-term satisfaction, trust, and value for Bridgestone customers.



WHAT DOES THIS MEAN FOR YOU



What happens when these tyres are sold at a discounted price?

- Educates the customer to pay less
- Makes customer believe “Premium is not Premium Price”
- Weakens the brand (both the partner and Bridgestone)
- Means we need to sell more of everything else to catch up
- Weakens the business, less money coming in puts jobs at risk
- Strengthens competitors who hold firm on price



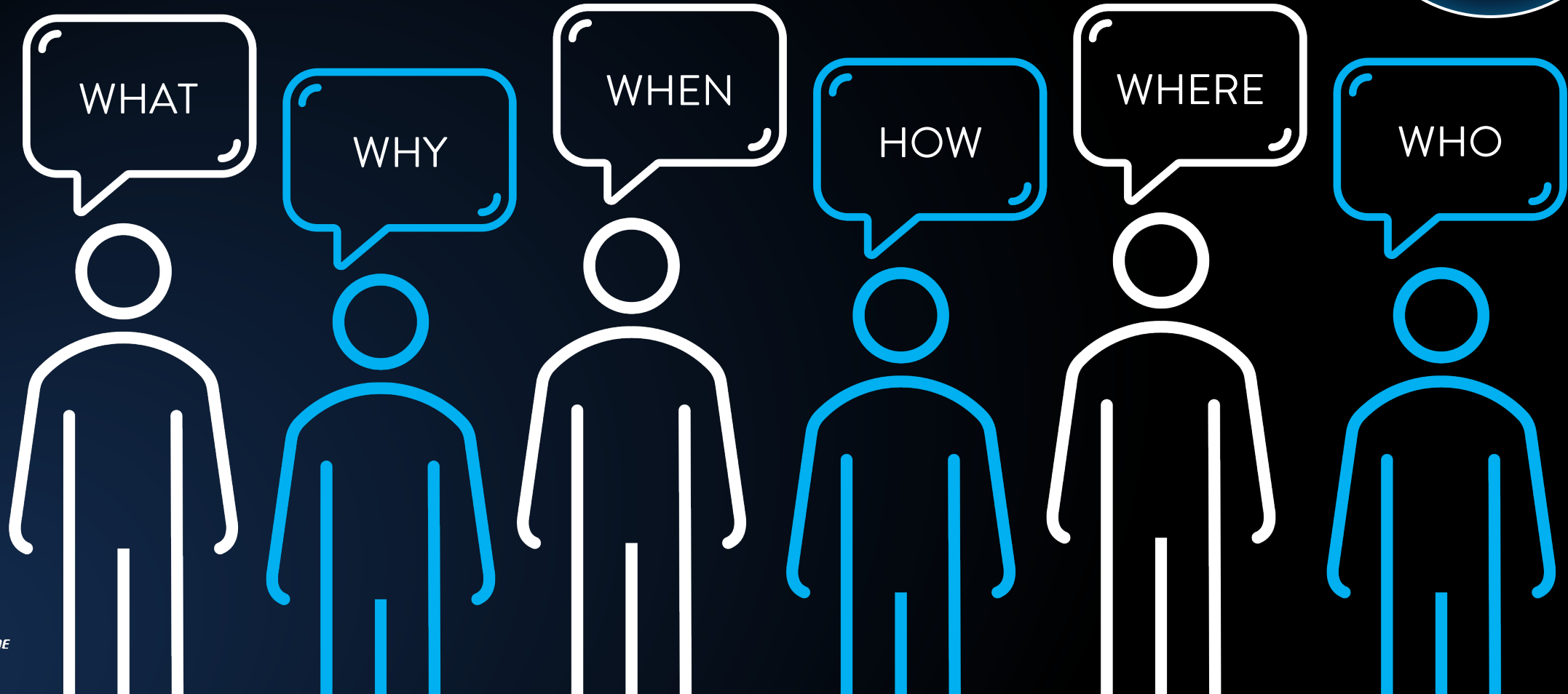


ACTIVITY:
**DISCOVER EACH OTHERS
MAPS OF THE WORLD**



I KEEP SIX HONEST SERVING MEN,
THEY TAUGHT ME ALL I KNEW.
THEIR NAMES ARE...

Six Serving Men
by Rudyard Kipling





ACTIVITY:
WHO AM I?



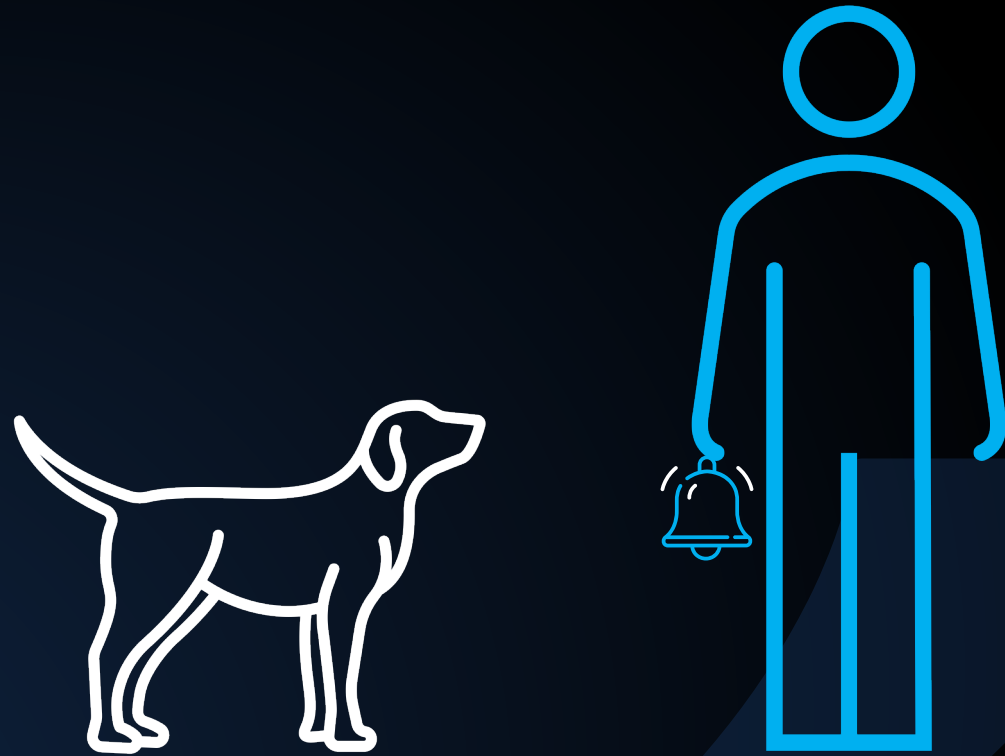
PUSHED TO THE EDGE



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PAVLOV'S DOGS (Psychology)



PEOPLE'S EXPERIENCE OF BUYING TYRES (Industry)

BRITONS THINK THERE IS A '**CONSUMER OVERSELL CULTURE**', BUT HOW EXACTLY ARE WE BEING EXPLOITED?

Energy Tariffs (gas, electricity and water bills)

Banking and Credit Card fees (overdraft fees etc)

Broadband costs (don't get the internet speeds advertised)

Mobile phone bills (data roaming rates, reverse charges etc)

Rail travel (expensive tickets, unreliable service)

Gadgets (tablets, TVs etc more expensive in the UK then elsewhere).



PEOPLE'S EXPERIENCE OF BUYING TYRES

WE CARRIED OUT OUR OWN INDEPENDENT CONSUMER SURVEY, WE ASKED MEMBERS OF THE PUBLIC TO TELL US;

About a time they felt oversold

About a time they bought a premium product/service

What motivated them to buy it

If they thought it was worth paying the extra money for it. And if not, why not.

About a time they paid more money to feel safer

No context was given to participants of survey.



SURVEY RESULTS



0 survey participants mentioned getting oversold by car industry (no mention of car dealerships or repair garages, 1 mention of holiday car hire oversold).



All participants felt misled because the product or service was less than advertised or sold.



0 participants mentioned feeling oversold because they later found out they could have got the product or service cheaper elsewhere.

SURVEY RESULTS



All participants could describe a time where they paid extra for a premium product (examples included beauty products, better quality food, higher spec technology products, top grade diesel and higher spec car model).



Nearly all participants said paying the extra money was worth it - they enjoyed the benefit of the product or service (exception was for purchase of full Sky Sports package).



All participants could describe a time when they paid extra for a product or service for safety reasons (participant responses included paying extra for safer car, more secure hotel accommodation, to fly on well-known airline and to install a safer boiler).

CONCLUSIONS



In reality people are having very few 'oversold' experiences in the car industry – they are much more likely to be ripped off in other areas



Overselling occur when a product is 'wrongly-sold', not 'wrongly-priced'



Everybody, at some stage, will pay more for a premium product or service if they understand what they are getting in return (the benefit)



The majority of consumers will pay more to feel safer



All consumers will pay more to keep their families safer.

MAPS

SALES LEARNING JOURNEY



MEET & GREET



ASK
QUESTIONS



PERSONALISE



SUMMARISE

M



MEET & GREET

Smile

Be calm and unrushed

Be polite

Show you are listening

Use their name

Use assumptive language

First impressions are important, a customer can decide if they are going to buy from you in the first few seconds based on how you look, how you sound and how happy you are to be speaking with them.



ASK QUESTIONS

Slow the conversation down

Ask questions about the current tyres on the vehicle

Ask questions about type of vehicle and how it is used

Ask questions about what the customer values

Use assumptive language

A key part of your role is to get customers to think differently. You must tackle their tunnel-vision on price and get them to think about what they really value in a tyre. You can do this by first understanding how they use their vehicle.



PERSONALISE

Decide which tyre best suits their needs and what they value

Describe features of best tyre

Match benefits of best tyre to their needs

Use assumptive language

People buy from experts - to show you are an expert, explain what tyre best suits their needs and why. This is an opportunity to show off what you know about tyres by describing the benefits of the tyre you are recommending.



SUMMARISE

Re-cap need and most suitable tyre

Confidently state the screen price

Politely handle any objections (UAE)

Confirm and Communicate

Use assumptive language

Before stating the screen price of the recommended tyre, show them how much you have listened by re-capping how they use their vehicle and therefore what they need from their tyres. Use assumptive language to confirm the next steps for fitting the tyres and remember to talk to them in reception whilst they wait.

M



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Q

Ask questions about current tyres on the vehicle;

- Who put the tyres that are currently on the vehicle?
- Why did they recommend them?
- When is the last time the tyres were checked?
- How have you found them?
- How are they in the wet?
- What kind of fuel efficiency are you getting from them?
- Have you had to perform an emergency stop on them?

Decide which tyre best suits

Ask questions about vehicle usage;

- Who owns the vehicle?
- What do you use the vehicle for?
- Who drives the vehicle?
- Who is in the vehicle when it is driven?
- How is the vehicle driven? (for performance or carefully)
- Where do you drive the vehicle?

Ask questions about customer values;

- What do you want from your next tyre?
- How are you for time today?

Customer mentions;

- Drives car everyday
- Need for safety
- Long journeys
- Used by family

Recommend Bridgestone Turanza 6 & Turanza All Season 6

Customer mentions;

- Need for performance
- Drives at speed
- Passion for driving
- Car is a sport or performance vehicle
- Need for improved handling
- Drives on country roads

Recommend Bridgestone Potenza Sport

Customer mentions;

- Need for long lasting tyre
- Drives car everyday
- Motorway driving (especially in the wet)
- Need for better fuel efficiency
- Need for quieter ride

Recommend Bridgestone Turanza 6 & Turanza All Season 6

Customer mentions;

- Need for long-lasting tyre
- Winter tyres
- Motorway driving (especially in wet)
- Snow tyres

Recommend Bridgestone Turanza All Season 6.

P



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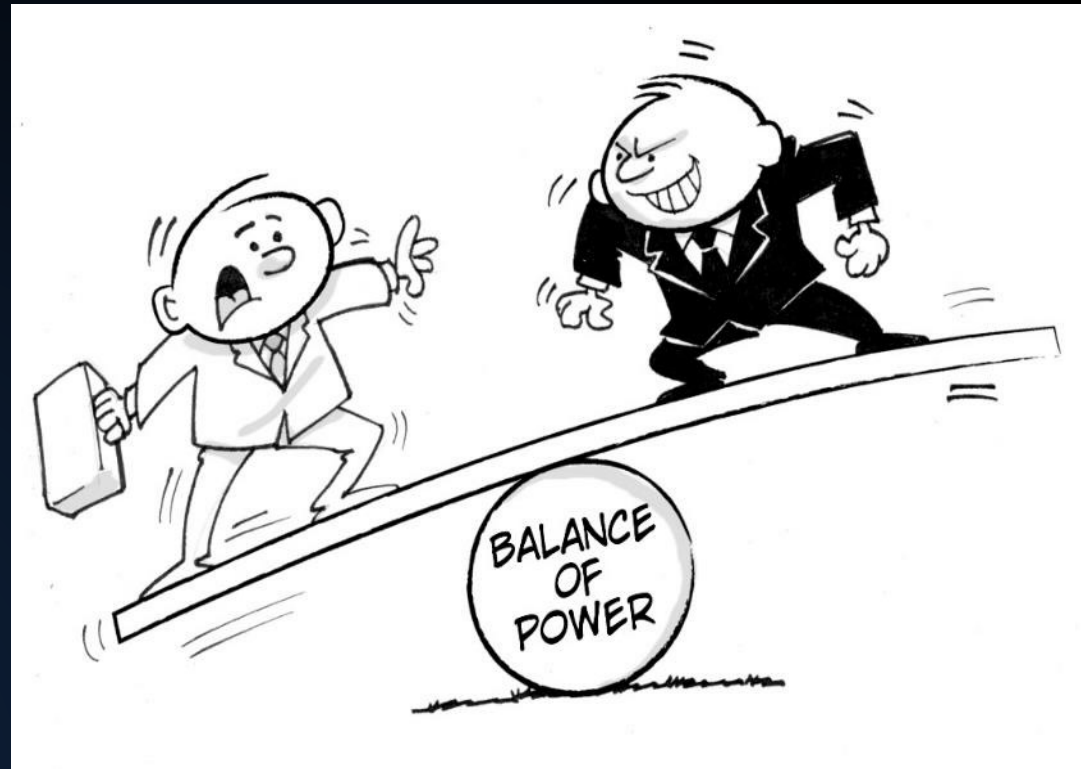
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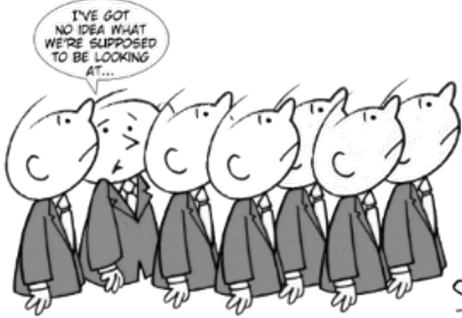
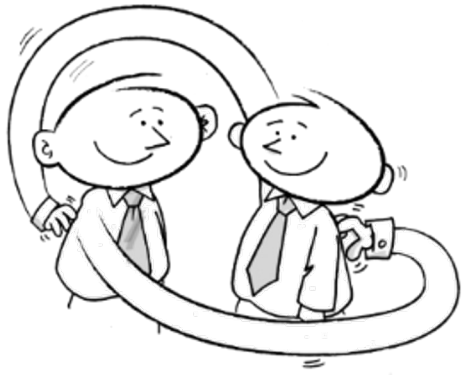
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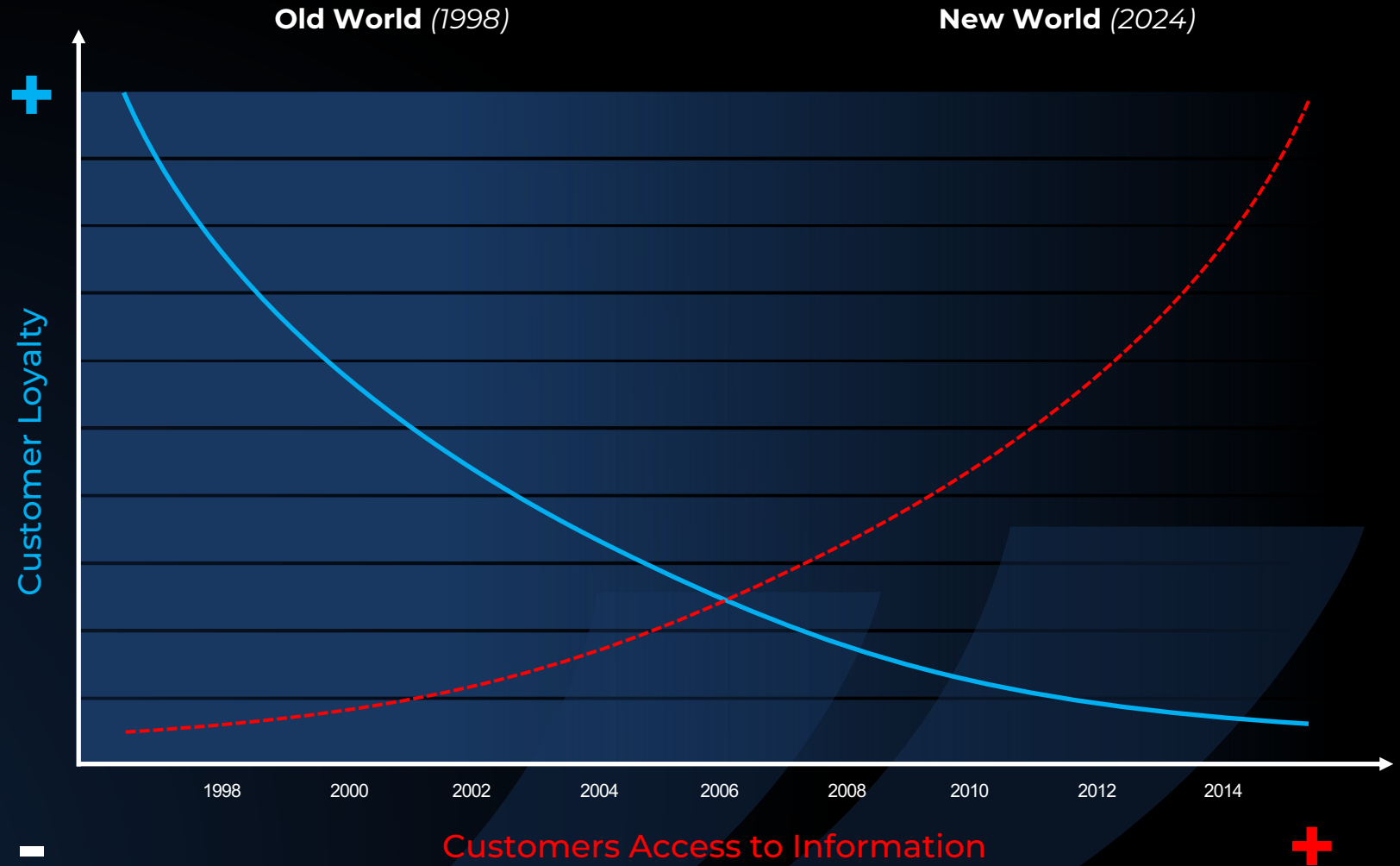
THE IMPORTANCE OF BALANCE



PRINCIPLES OF INFLUENCE



PAST AND PRESENT IN OUR INDUSTRY



Customers Access to Information

HOW CUSTOMERS APPROACH US HAS CHANGED

APPROACH 1

Loyal customer / Recommendation



Customer visit



Sale

APPROACH 2

Direct Marketing
(e.g. TV, Local Press,
Mail Shot)



Choice made on
based on effective
marketing



Customer visit



Sale

APPROACH 3

Customer research
TELEPHONE



Customer chooses
branch based on
their own research



Customer visit



Sale

APPROACH 4

Customer research INTERNET



Customer research TELEPHONE



Customer chooses branch based
on their research



Customer visit



Sale

HOW HAS THE INTERNET CHANGED THINGS?

CUSTOMER “FULLY” UNDERSTANDS THE CHOICE OF TYRES AND PRICES AVAILABLE TO THEM.

Creates more competition

Difficult to ‘win’ on price, customers always find something cheaper elsewhere

Can’t compare apples with apples

Creates pressure to sell as cheaply as possible

Selling on price puts jobs and businesses at risk.

WHAT DO WE DO ABOUT THIS ?



We need a new kind of conversation with customers



A conversation based on value not price



Help customers understand 'what they value', not how much they 'want to pay'



MAPS is how we build that new conversation

MR. JEFFRIES



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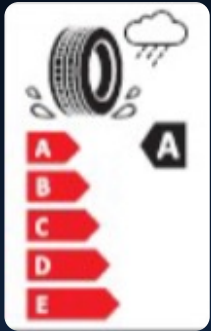
RESPOND TO MR JEFFRIES;
TURN IT INTO A PREMIUM OPPORTUNITY



WET BREAKING FROM 50MPH



18M SHORTER
WITH A RATED TYRES



TREAD DEPTH AND WHEN TO REPLACE A TYRE

Remember the difference between Total Tread Depth and Usable Tread Depth

Usable Tread Depth is also known as 'Still Legal Tread Depth'

When you are talking to a customer talk about 'Usable Tread Depth' as that provides more accurate information on when they need to be changing their tyres.

Total Tread Depth	Usable Tread Depth
8mm (New)	6.4mm
7mm	5.4mm
6mm	4.4mm
5mm	3.4mm
4mm	2.4mm
3mm	1.4mm
2mm	0.4mm
1.6mm	0 mm

OBJECTION HANDLING



U

UNDERSTAND

"I understand"



A

ASK

"Just so I can double check, what was it you said you most wanted from your tyres"



E

EXPLAIN

"Mr Jeffries, the Bridgestone tyre is best designed to give you what you most wanted from your tyres, you would need to give all that up for something cheaper".



ACTION PLANNING, ACCREDITATION AND YOUR E-BOOKLET



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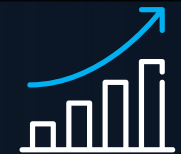
ACHIEVING YOUR CITY & GUILDS ACCREDITATION



Complete the Learner Diary in your App



Sell more Bridgestones and complete the Target Table in your App



LEARNING TRANSFORMED



FILL IN YOUR PERFORMANCE TABLE



COACHING YOUR TEAMS



LEARNING TRANSFORMED



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