

Bridgestone Champions Programme: 2026

10/02/26 – 12/02/2026



Agenda

Day 1: Bridgestone Office



- Mark Fereday – Phil Berry
- Keith Thomas
- Helen Roe
- Nigel Bromley
- Lyn Bromley
- Lunch
- Florina & Eva
- Helen Roe & Craig Adams

Introduction

Elevator pitch

Bridgestone background

Building Trusted Relationships

Provided

Marketing tools

Marketing overview



Agenda



Day 2: Bridgestone Office

- Mike Kimber
- Lunch
- Mike Kimber

Foundation of sales

Provided

Telephone & Communication skills



Agenda



Day 3: Delphi Training Academy

- Perry Brewer Bridgestone Product and Technical Tyre Training Course
- Lunch Provided
- Delphi EV Vehicles and the future!



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Introduction

Why are we here?

What is the Bridgestone Champions Programme?

History of the Bridgestone Champions

<https://plus1.bschampions.co.uk/>



BRIDGESTONE CHAMPIONS 2026 SCHEDULE

10th - 12th February 2026

Bridgestone is pleased to announce the launch of the 2026 Bridgestone Champions Programme – a series of immersive, three-day development events designed to strengthen relationships, build retail capability, and deepen product and technical expertise.

For further information or if you would like to discuss any of these days, please contact either Phil Berry [07773120438](tel:07773120438) or Alison Walker [07989359076](tel:07989359076)



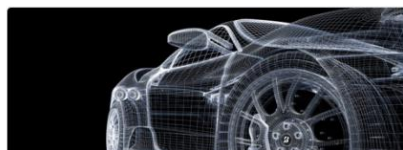
Programme Agenda Overview



Day 1 Foundations & Relationships

Introducing Bridgestone's values while focusing on building strong relationships with customers and colleagues.

- Programme introduction
- Bridgestone background and values
- Relationship building with customers & colleagues
- Personal insights and DISC profiling
- Retail marketing fundamentals



Day 2 Retail Skills Excellence

The programme covers effective communication, telephone best practices, and face-to-face selling techniques to build confidence and drive results in a retail environment.

- Retail skills development
- Telephone answering best practice
- Communication skills
- Face-to-face selling techniques



Day 3 Product & Future Focus

Building essential knowledge of Bridgestone products and technical tyre expertise, while exploring Electric Vehicle (EV) technology and the future of mobility, preparing you for the evolving automotive landscape.

- Bridgestone product and technical tyre knowledge
- Electric Vehicle (EV) technology
- EV vehicles and the future of mobility



Announcing the 2026 Bridgestone Champions Programme

Bridgestone is pleased to announce the launch of the **2026 Bridgestone Champions Programme** – a series of immersive, three-day development events designed to strengthen relationships, build retail capability, and deepen product and technical expertise.

Programme Dates (Inclusive)

Q1: 10th - 12th February 2026

Q2: 9th - 11th June 2026

Q3: 8th - 10th September 2026

Q4: 24th - 26th November 2026

The location for the programme is:

Bridgestone Europe

Athena Drive,
Warwick CV34 6UX

Lunch will be provided each day

Accommodation

Accommodation will be provided at:

Holiday Inn Olympus Avenue, Tachbrook Park, Leamington Spa CV34 6RJ

Please confirm if you wish to include accommodation the night before the start of the programme

Programme Agenda Overview

Day 1 – Foundations & Relationships

- Programme introduction
- Bridgestone background and values
- Relationship building with customers and colleagues
- Personal insights and DISC profiling
- Retail marketing fundamentals

Day 2 – Retail Skills Excellence

- Retail skills development
- Telephone answering best practice
- Communication skills
- Face-to-face selling techniques

Day 3 – Product & Future Focus

- Bridgestone product and technical tyre knowledge
- Electric Vehicle (EV) technology
- EV vehicles and the future of mobility

The Bridgestone Champions Programme continues to recognise and invest in our partners, supporting long-term success through knowledge, skills, and collaboration.

We look forward to welcoming you onto the Bridgestone Champion programme and continuing our successful partnership.

To register onto the programme please send your full name and email to:

alison.walker@bridgestone.eu

Or for any questions regarding any aspect of the programme, please send an email to the above.



BRIDGESTONE
Solutions for your journey



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Ideas That Don't make Sense!

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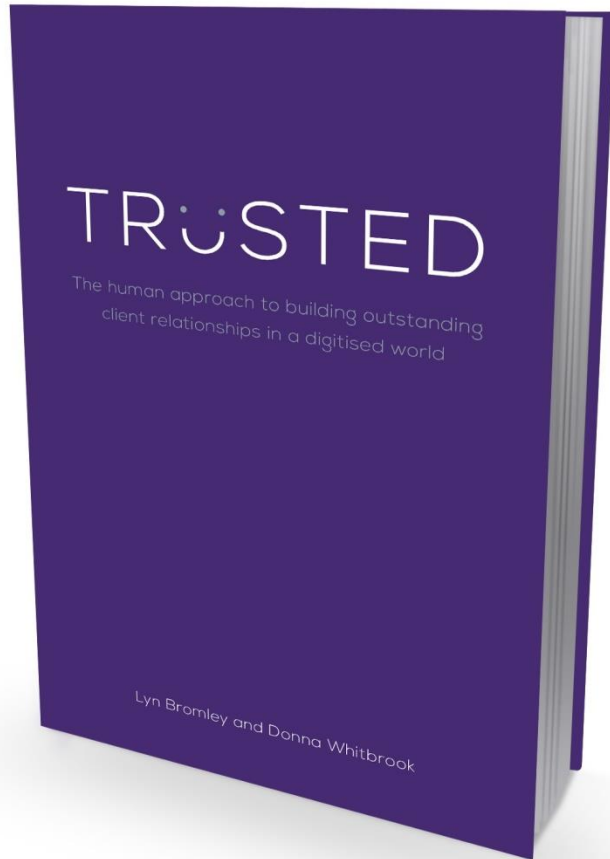
Building Trusted Relationships

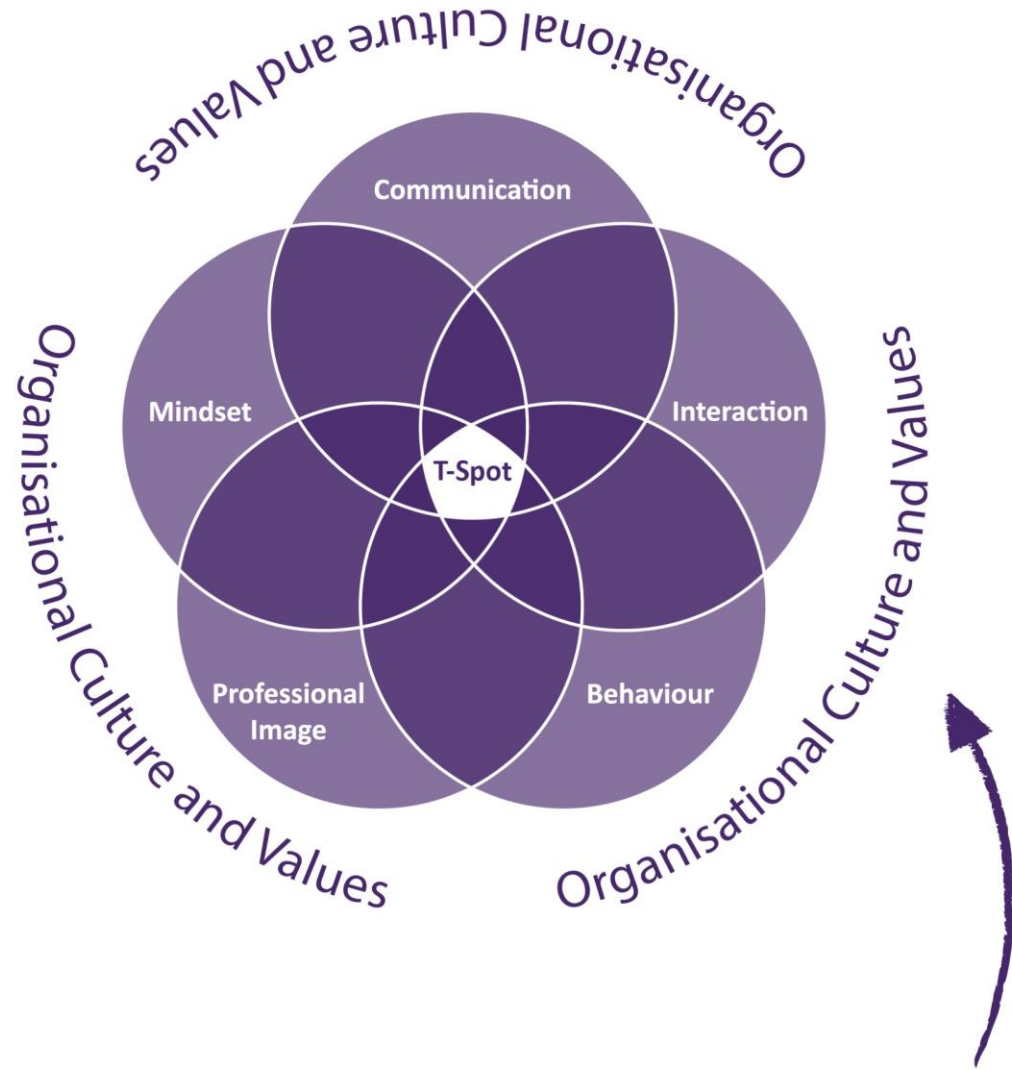
Lyn Bromley

What we will cover

- The T-Spot Model
- Mindset
- Communication
- Understanding your own style
- Communication preferences of your prospects and clients

Introducing Trusted



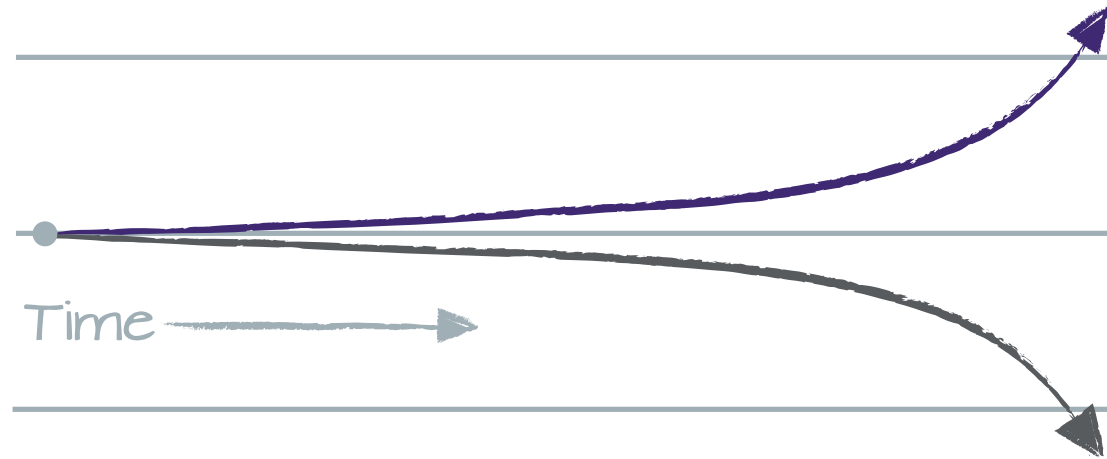


CAN YOU FIND YOUR T-SPOT?

AGGREGATION OF MARGINAL GAINS

□ 1% Improvement

□ 1% Decline



Mindset

Mindset



[Noun] *The ideas and attitudes with which a person approaches a situation, especially when these are seen as being difficult to alter*

**“Limitations only exist
if we believe they exist”**

Limitations

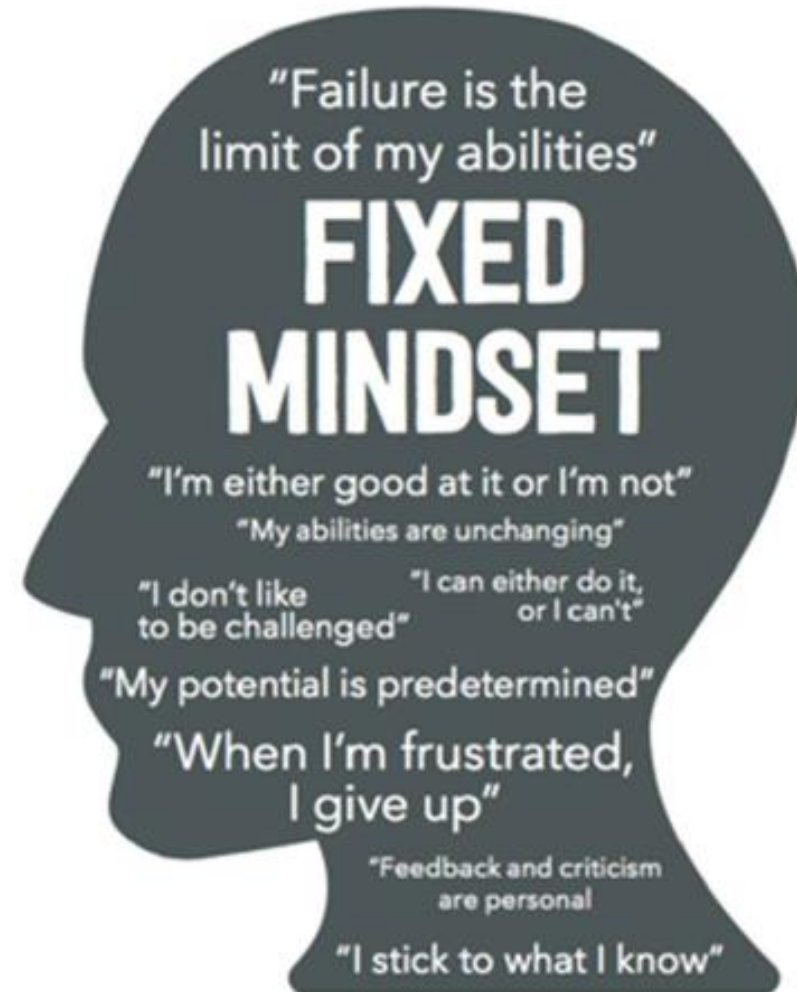


- Have you observed examples of people limiting themselves?
 - For example: 'I'm not good at that'
 - 'I'm not clever enough'
 - 'I feel like I'm going to get found out'

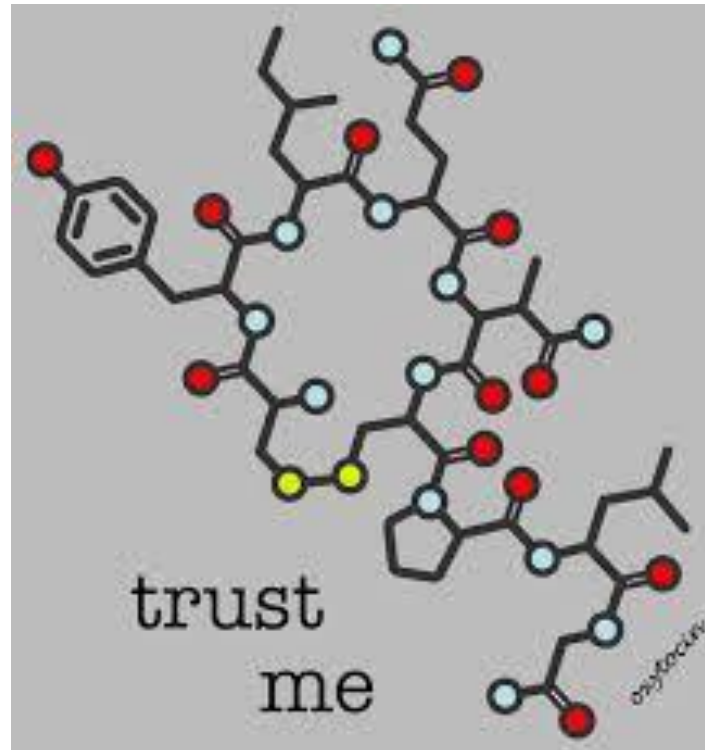
Priming the mind



Carol Dweck



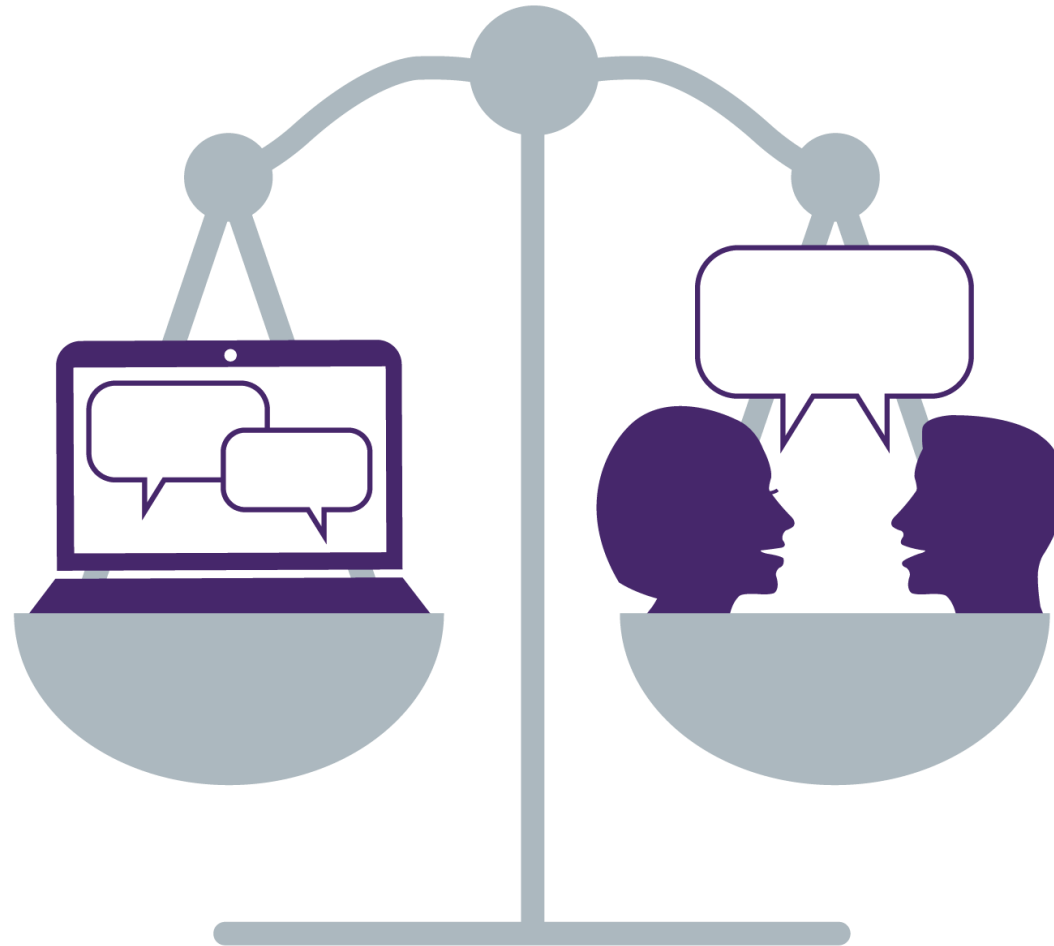
Helpful hormones



Fake it, till you become it!



The paradox of technology





**“We now have 1/20th
of the interactions
with people that we had in 1988”**

John Dijulius Group



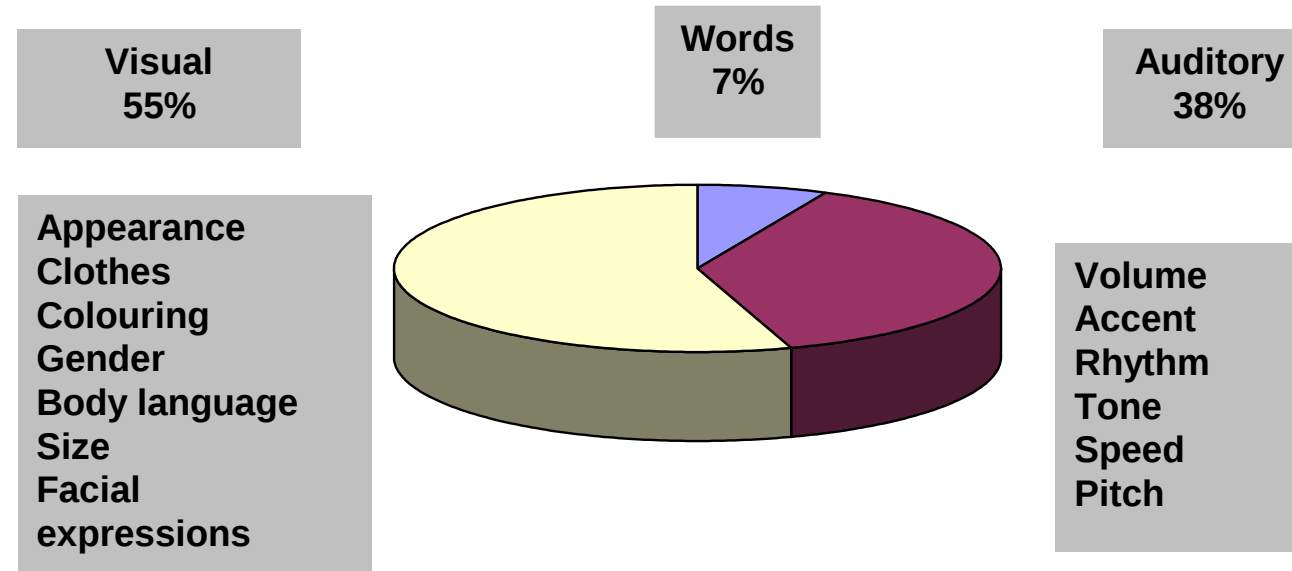
Creating a first impression

How long does it take?





How we communicate



“...93% of what a listener comprehends originates from the speaker's body language and tone employed in the delivery of the words..”

Albert Mehrabian

Making a Positive Impact

Eye contact

Dress
Code



**Making an
Impact**

Smile

Verbal communication

Handshake

Understanding your communication preferences



- Chatting in pairs, please consider the following:
 - Are there some types of customers who you get on better with than others? What are the behaviours of these customers?
 - Who are the challenging customers (i.e. behaviours, not specific people!)

What is DiSC?



It's how we do what we do!

Background

- 1928 - William Moulton Marston introduced ranges of behaviours
- 1940s – first assessments created
- 1970's – widely adopted by organisations
- 2000's – Modernised into specialist workplace tools.
- DiSC has now evolved – Everything DiSC – Wiley & Co
- Helps build better relationships and understanding of how to communicate more effectively

Cornerstones

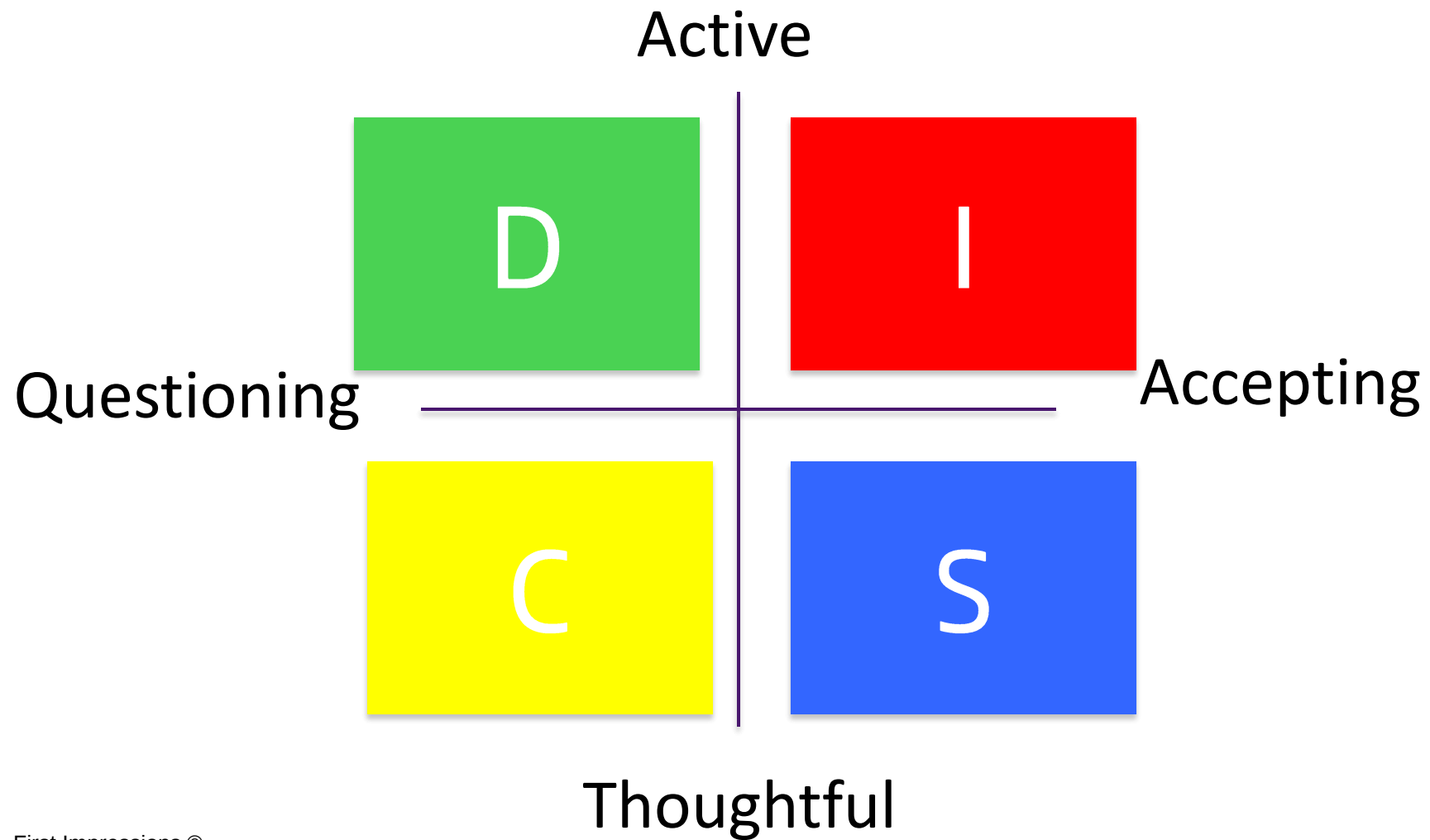
All styles are **equally valuable**, and everyone is a blend of all four styles

Your work style is also influenced by **other factors**:
Maturity, life experiences,
education

Understanding **yourself better** is the first step to becoming more effective when working with others

Learning about other's DiSC styles can help you to understand **their priorities** and how they may differ from yours

You can improve the quality of your workplace by using DiSC to build **more effective** relationships



Behavioural characteristics

D

- More hand gestures
- To the point
- Commands action
- Discusses deadlines
- Is known for being confident

I

- Constant body movement
- Optimistic focus
- Frequent discussions of people & feelings
- Lots of eye contact
- Known for being outgoing, engaging and enthusiastic

C

- Use of narrow gesturing
- Pauses thoughtfully before speaking
- Asks for agreement
- Asks more why questions
- Is known for being detailed, deliberate and careful

S

- Attentive listening
- Discusses agreement
- Uses 'you' and 'we' more than 'I'
- Asks more how questions
- Known for being more patient, service oriented and reliable

Exercise

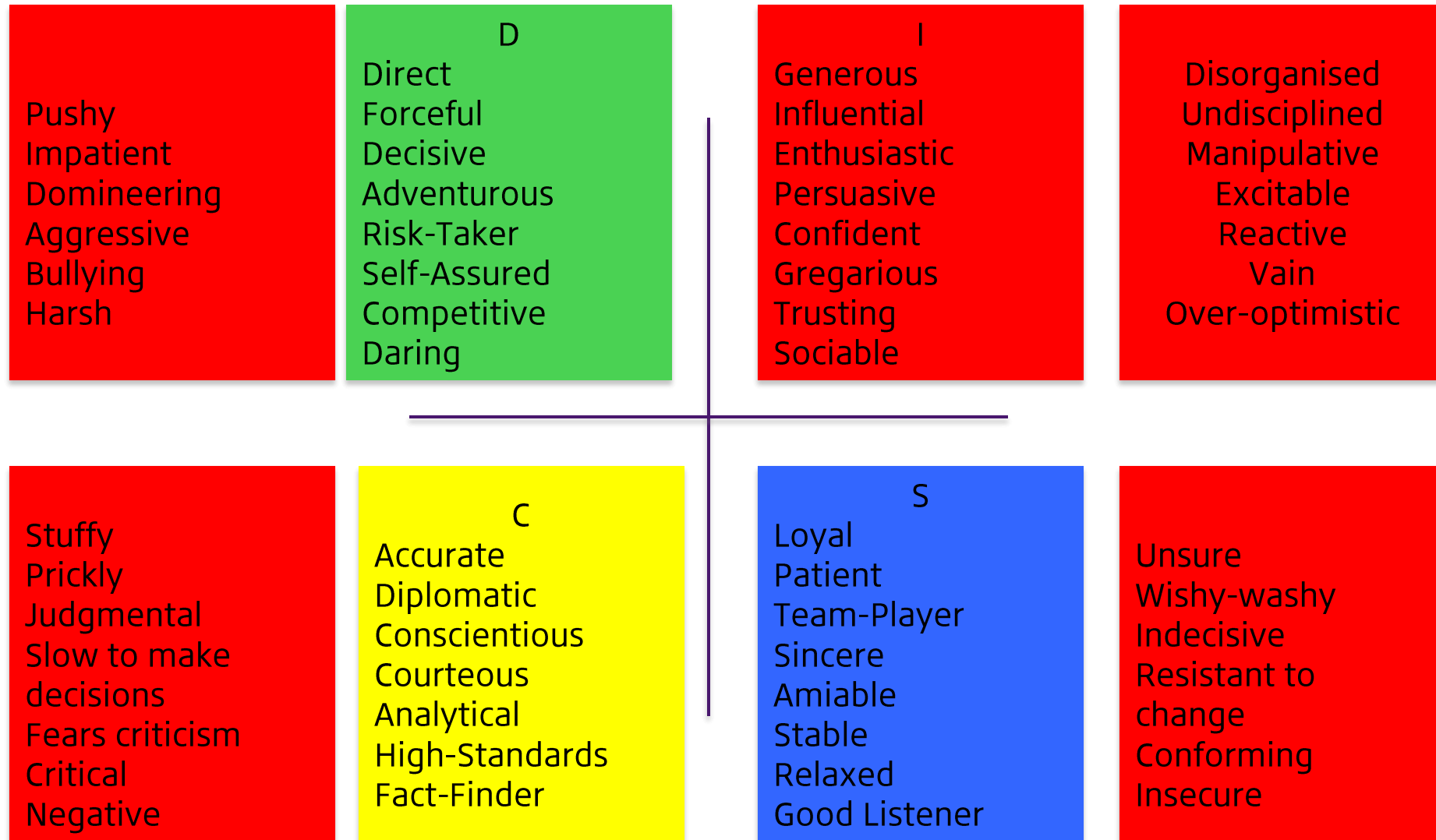
- In your style groups, with a sheet of flip chart paper, divide in two and write:

Things other styles should know
When communicating with us,
'Our preferences'

Things we find frustrating when
Other styles communicate with us
'Frustrations'

Note: Be prepared to feedback to the group!!

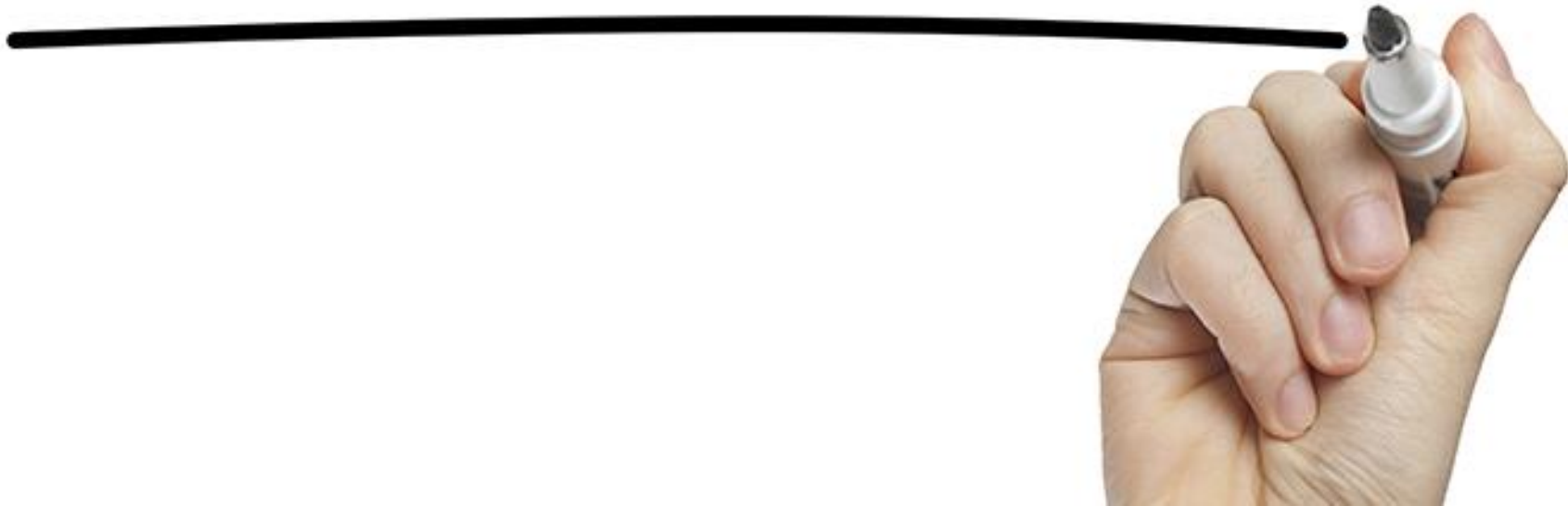
Behavioural characteristics



Questions for you to consider

- What will you do differently?
- What insights do you have?
- What have you learned about yourself and others?
- What other areas of your life could you use this new knowledge?

ACTION PLAN



Questions



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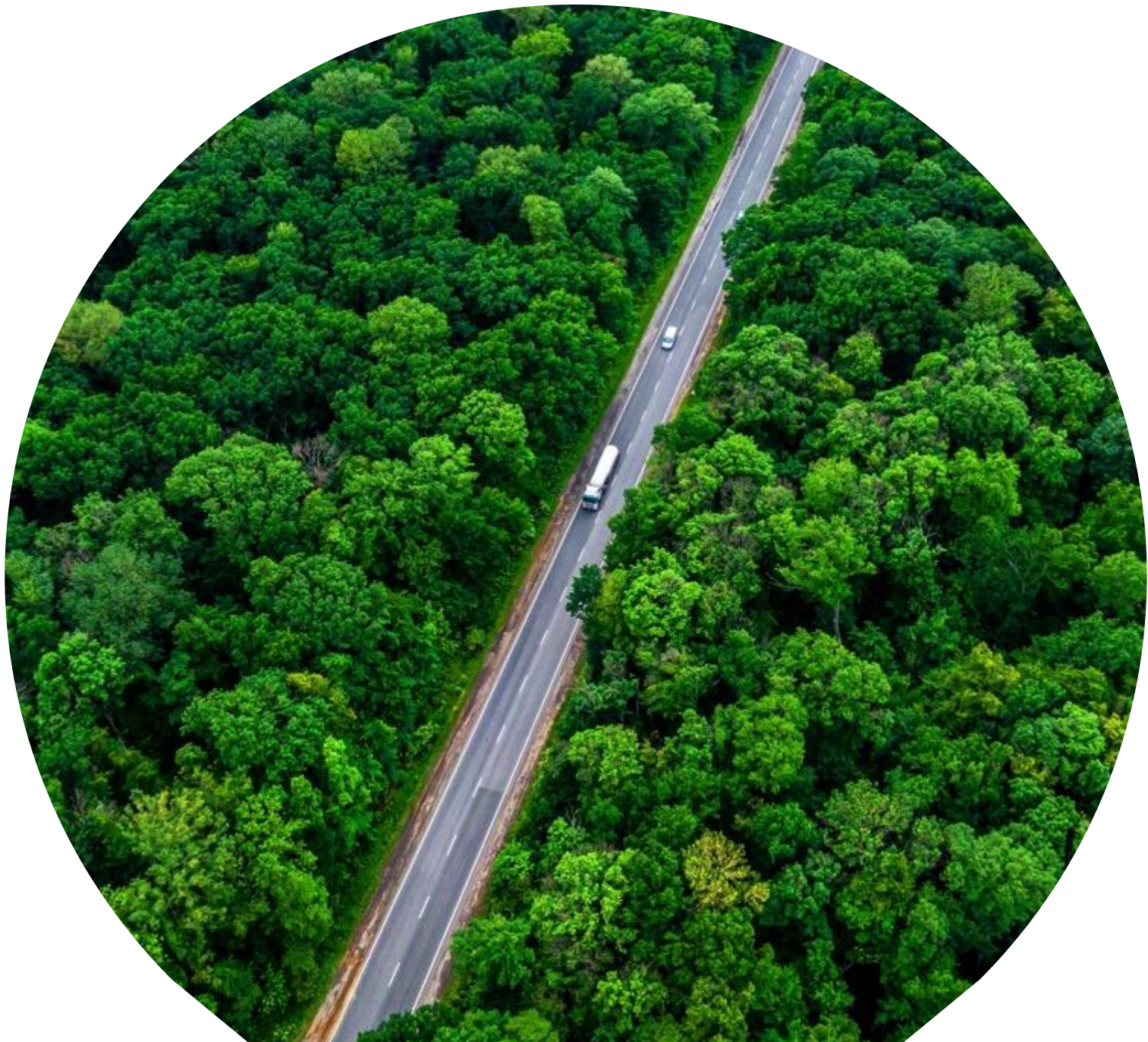




Marketing Tools

01 **B | Club**

02 **B | Plus**



B | Club





What is B | Club

What is it and who does it include?

B|Club is Bridgestone's **exclusive privilege for fleets (closed membership) scheme** which offers discounts on **Bridgestone Tyres**.

- Bridgestone have 60 Direct TBR Fleets with 110,000 commercial vehicles operating on our tyres
- 175,000+ people employed at these fleets
- Our affinity scheme offers these people preferential rates on BS & services for their own vehicles
- Also available for industry partners – e.g.: Team GB, NHS





BRIDGESTONE IS A LEADER IN SUSTAINABLE MOBILITY AND ADVANCED SOLUTIONS

B|CLUB

DISCOUNT SCHEME



UP TO £40 OFF BRIDGESTONE TYRES
UP TO £50 OFF VEHICLE SERVICING



Welcome to B-Club, an exclusive discount scheme available only to selected Bridgestone partners.

Offering savings on tyres and servicing for private vehicles (cars & SUVs)



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*Terms and conditions apply. See website for more details.

B | Club at events



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B | CLUB
EMPLOYEE DISCOUNT SCHEME



Did you know?

Employees of **Ocado** get unrivalled savings on Bridgestone tyres through our B|Club scheme.

Discounts can only be accessed using our unique code - **Ocado723**.

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B | Club at Ocado



BSUK Feedback – Ocado Driver of the Year 2025

- High driver engagement at the Bridgestone stand, with strong interest in tyre maintenance and performance through the interactive car chase game.
- The game-led activation successfully educated drivers in an engaging way and encouraged repeat visits throughout the event.

Positive Views – BSUK at Ocado DOTY 2025

- Bridgestone was viewed as an approachable, knowledgeable partner that genuinely supports driver safety and performance.
- The vibrant stand and interactive experience strengthened brand visibility and reinforced Bridgestone's premium positioning.



Bridgestone Champions Introduction

B | Plus

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Bridgestone Plus

An all-in-one B2B Portal for our customers to access our business applications.



SHOW PROFILE >

Inbox

New messages in the inbox 1

SHOW MESSAGES >

TURANZA 6 ENLITEN

Best-in-class wet performance

driverreviews CUSTOMER CHOICE AWARDS 2024 BEST TYRE FOR FAMILY CARS BRIDGESTONE TURANZA 6 WINNER

EXEMPLARY 2024 BRIDGESTONE TURANZA 6

See [bridgestone.co.uk](#) for references and claims.

Sharable social content, for your social channels

Showcase a premium touch with Bridgestone content, ready-made for your social channels.

Download Here

Which tyre? The key selling points?

Get our Bridgestone Summer 2025 Retail Quick-Guide, for your customers and staff.

View & Download

MY APPLICATIONS BRIDGESTONE

Your direct links to Bridgestone web applications.

ALL APPLICATIONS

MY APPLICATIONS

ALL APPLICATIONS

EDU-XPERIENCE

Experience digitally Bridgestone Consumer products

OPEN

B DRIVE

View and download product packshot imagery. Car, motorcycle, van and more.

OPEN

B SOCIAL

Access to our latest social media content, for you to share on your social channels.

OPEN

BRAND GUIDELINES AND LOGOS

View and download Bridgestone brand guidelines and logos

OPEN

My Applications: All Bridgestone web applications you are registered for.

All Applications: All Bridgestone web applications that you might be interested in.

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What and Why we offer

Bridgestone PLUS

1

Enhance Customer Engagement and Value

Purpose: Drive **dealer engagement** through incentives, training, and loyalty programs.

Two reasons why it matters: Access to marketing assets, POS promotions, and product content builds **brand equity**.

Supporting a data-driven approach to customer satisfaction.

2

Support Strategic Growth and Digital Transformation

Purpose: Align with Bridgestone's **E8 Commitment** and long-term vision for sustainability and innovation.

Two reasons why it matters: Simplifies user experience, fosters collaboration, and accelerates **time-to-market** for new tools.

Contributes to economic growth by expanding the customer base and improving operational agility.



BRIDGESTONE PLUS

An enhanced experience by putting customer at the heart

Our new platform offers you a personalised experience and access to key resources and applications, 24-7.

B | DRIVE

View and download product imagery. Car, motorcycle, van and more.

BRIDGESTONE BRAND GUIDELINES AND LOGOS

View and download Bridgestone brand guidelines and logos

B | SOCIAL

Access to our latest engaging social media sharable content.

BRIDGESTONE FILE CENTRE

View and download bespoke files, such as quarterly review decks.

B | COLLECTION

Exclusive catalogue of products and goodies of the brand.



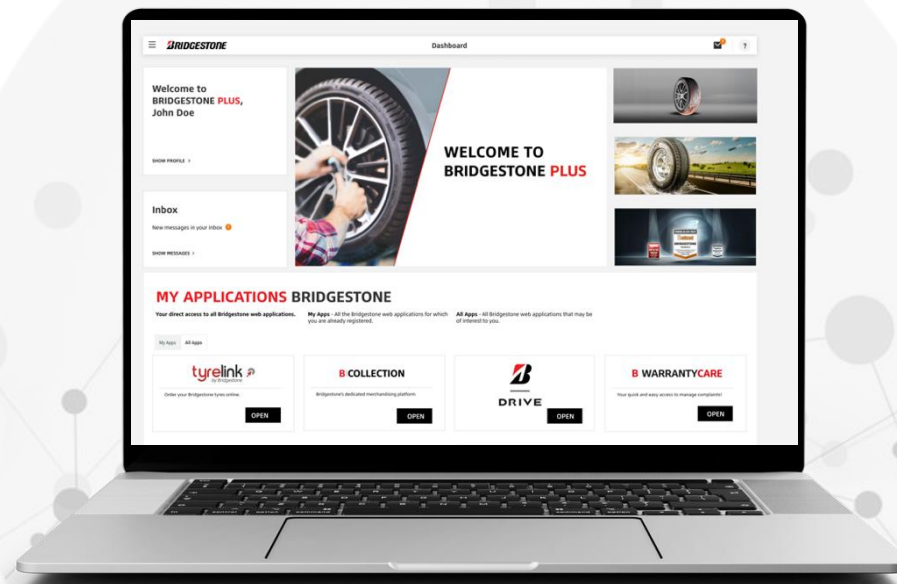
View invoice and payment status (pre-registration required)

B | TRAINING

Access to latest informative training videos

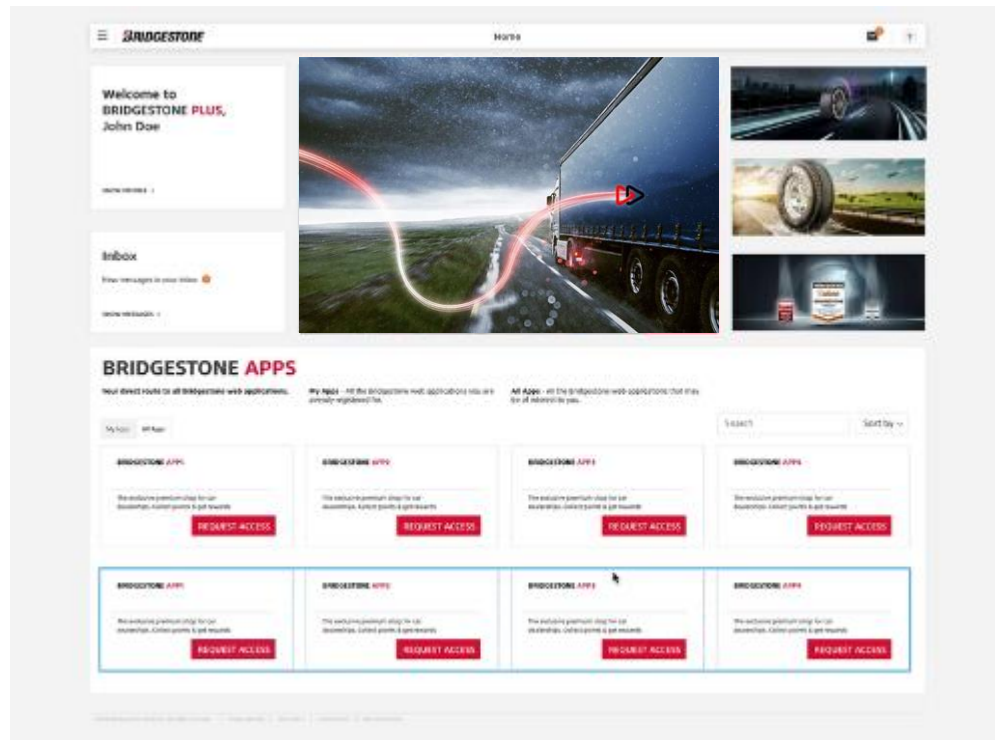


Access to our latest informative training videos



Fleet

Bridgestone Plus



Bridgestone Apps

-- Functional Apps



B | CLUB



-- Added-Value Apps

B | TRAINING

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