

BRIDGESTONE BUSINESS SKILLS

The Foundation of Sales

BRIDGESTONE
Solutions for your journey

June
2025



Agenda

1. Introductions
2. What's in this for me?
3. Effective Communication
4. Qualifying the Customer
5. Customer Service



INTRODUCTIONS





**WHAT'S IN IT FOR
ME?**



WHAT'S IN IT FOR ME?

- **Training Support designed with your role in mind** = Learn new skills and improved current techniques
- **Selling the correct tyres to the customer** = Improve customer relationships and Customer retention
- **Strengthen performance** = Greater job security
- **Bridgestone Skills Accreditation** = Ongoing training support





EFFECTIVE COMMUNICATION

Why don't I gel with some
customers?



It's important to know these styles!

What
Style(s)
are you?



Your
Environment
Impacts
Your
Personality!

 PeopleKeys®

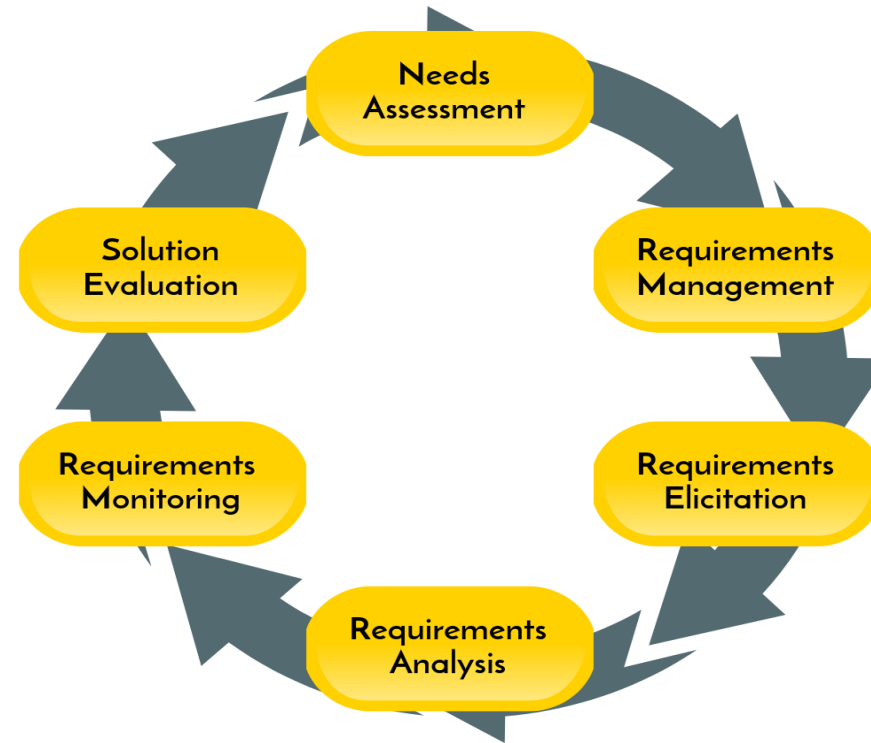


QUALIFYING THE CUSTOMER



QUALIFYING THE CUSTOMER

- What exactly does the customer require?
- How do I find out?



PROPOSING THE SOLUTION



- Relate your suggestion to the customer's current tyre
- Include any added value items such as ENLIGHTEN Technology, Mileage Guarantee, Drive Guard, All-Season etc etc
- Remember, price is not your number 1 selling tool
- Building a relationship with the customer

PROPOSING THE SOLUTION



- Ensure the Customer understands all of the options available to them
- It is difficult to win on price, the customer will always find them cheaper somewhere else
- Must compare like for like
- Selling on price alone can put jobs and businesses at risk



CUSTOMER SERVICE

Yep, good old fashioned
customer service



Ms or Mr Pourcel



Ms or Mr Willdoo



Assess the Videos



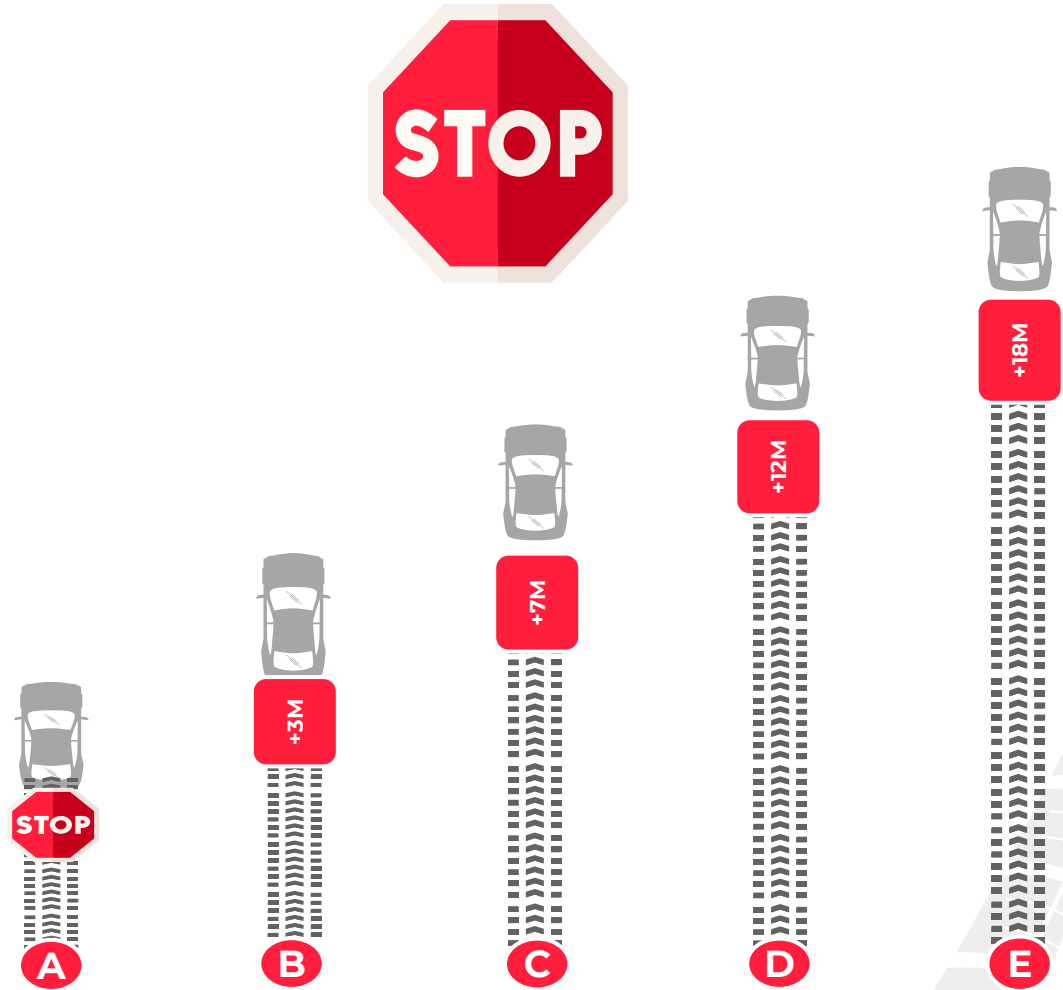
THE BASIS OF CUSTOMER SERVICE

- Introduce yourself
- Qualify the customer
- Offer a solution
- Summarise to ensure the customer is happy with your offer



POINT OF SALE

Using Point of Sale items to make your job easier



18M SHORTER
WITH A RATED TYRES



....end of today's training

Thank You

