

INTRODUCTION

Dear First Stop Dealer

Being identified as an Elite dealer brings with it a highly comprehensive Business Development Programme. The programme is designed to measure the standards of customer service that your business currently offers and identify areas of possible improvement. The programme is also designed to incentivise your depot managers to achieve the best possible standards by offering some very attractive rewards. If you have any questions about the programme please contact any of the below Bridgestone Staff.

ELITE PROGRAMME



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2009

Audit

Minimum score of 80% required in order to qualify for the awards.

Telephone Calls

- Answered Within 5 Rings
- Customer Name Taken
- Own Name Given
- Vehicle Details Taken
- Offer Bridgestone Or Firestone Product
- Appointment Made
- Enthusiasm And Helpfulness

Visit

- All 5 Tyres Checked
- Tyre Inspection Report Used
- Tread Depth Gauge Used
- Useable Tread Explained
- Identify The Fault
- Asked For The Sale
- Customer Happy To Revisit
- Enthusiasm And Helpfulness

Depot Manager Rewards

Achieve minimum standards and receive a choice of 3 rewards



42" Plasma TV

Palmer Sport Driving Day

EU Weekend Break For 2



The Top 5 Scoring Elite Centres

Win a Ferrari F1 Factory Visit
With Flights And Accommodation



Best Overall Score

£300 Of Argos Vouchers Awarded

In Addition To An Award For Being One Of The Top 5 Scoring Dealers