



BUSINESS DEVELOPMENT

INTRODUCTION

Dear First Stop Dealer

The 2009 Business Development Programme has begun. The programme will run until 30th September 2009. Our aim is to work with you to measure the standards of service that you currently offer to your customer and to assist you in identifying areas where you may be able to improve. We will also be rewarding those dealers that achieve excellent results. The rewards have been selected as an incentive to Depot Managers. If you have any questions about the programme please contact any of the below Bridgestone Staff.



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2009

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 Formula 1 Factory Visit**



The Top 10 Scoring Centres
Win a laptop computer or £250 of vouchers



Best Overall Score

£300 Of Argos Vouchers Awarded

In Addition To An Award For Being One Of The Top 10 Scoring Dealers