

Winter 2023

New at CTU

LEARN SOMETHING NEW



WARMTH & SAFETY
DOWN THE HILL AND ON THE ICE

SPECIAL SECTION
AUTO SERVICE



EDITOR'S NOTE

It was a wonderful fall this year, but winter in Canada is the most fun season for many of us.

A fresh snowfall creates a beautiful landscape inspiring us to get outside and have fun playing in the snow and sliding down the hill.

You have probably noticed active families preparing for their outdoor adventures. Pages 2 & 3 cover highlights, safety tips, and product recommendations for the categories: tobogganing, skating, snowshoeing and hockey.

Learn all about the add-on products to recommend when customers shop and prepare for snowmobiling rides on page 4. Ice fishing and fitness are covered on page 5.

Blizzards and winter storms bring customers to your store to prepare for the heavy snowfalls. Go to page 6 to learn all about snow removal equipment and some safety tips too.

There is a new initiative launching in the pet department. Petco has expanded its product assortment and page 8 walks you through the products customers need for their pets.

The Automotive section begins on page 10 and covers the topics: Winter Auto Safety, Automotive Online Appointments, Custom Comfort and Selling Winter Tires. This section prepares you to provide solutions for every customer that visits your Service Centre.

Are you new to Canadian Tire? Have a look at page 14 for a complete list of Compliance lessons and New Employee Orientation for staff as well as new Service Advisors. Page 15 shows you the updated learning on CTU to review: ERI, Containers and Manual Receiving on the Employee Facing Device (EFD), Triangle Select and Diversity, Inclusion and Belonging (DIB).

Whether you are staying warm inside or embracing your favourite outdoor adventure, we hope you enjoy the winter season and this issue in your part of Canada.

Thank you,

Katerina Kopanygin
Dealer Development & Learning
Editor, New at CTU

See details on
how to enter
on page 16





IN SEASON

Everything Families Need for Outdoor Recreation	2
Staying Active During Winter in Canada	4
Help Customers Purchase the Right Snowblower	6

IN FOCUS

Engage with Customers Shopping for Pet Care Products	8
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AUTO SERVICE

Winter Safety on the Road	10
Selling Winter Tires	12

LEARNING ON CANTIREU.COM

CTU Admin News	14
Updated Learning on CTU	15



Some products featured in this catalogue are intended as examples of a category or family of products.

Contact Info

You can reach us by email at DDL@cantire.com. If you have comments about the Catalogue or specific courses or programs, please use the phrase "Catalogue Comments" in the subject line. Provide us with feedback or an interesting story for a chance to be featured in the next edition of New at CTU. Please remember to include your name and store number when emailing us.



EVERYTHING FAMILIES NEED FOR OUTDOOR RECREATION

The winter recreation assortment offers new and exclusive designs to set Canadian Tire apart from the competition. Customers will see snow racers, sleds and snowshoes each week in the flyer, and they will visit your store to shop for all the products they need to have fun in the snow this winter. This is your opportunity to help them with their purchases and make recommendations. Satisfied customers who leave your store with the complete solution create add-on sales for your store.

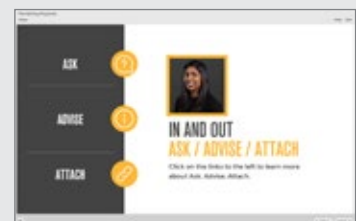
TIPS TO HELP CUSTOMERS

- 1 Ask questions to learn about the customer's visit to your store. For example, you can start by asking "What type of winter activities do you and your family enjoy?"
- 2 Advise them about our assortment so they are aware of all the options available to them. Show them the aisles of products so they can see for themselves the assortment of sleds, snow racers and toboggans for a variety of age groups.
- 3 Attach (recommend) additional products for a complete solution. You can build the basket by recommending accessories to stay warm, such as toques, mitts and scarves.



The three core SALES lessons on CTU have important information to help build your confidence engaging with customers.

SL01 Introduction to Selling
SL02 The Selling Playbook
SL03 Advanced Selling





POPULAR WINTER ACTIVITIES AND THE PRODUCTS TO ATTACH



TOBOGGANING

Recommend scarves, toques, mitts, thermal shirts, hand and foot warmers and snow pants so that everyone is warm during their trips to the local park.



Safety Tip

Helmets and goggles are highly recommended for tobogganing and snow racing at high speeds.



082-1946



187-3686



082-0218



082-1000

SKATING

Recommend a good pair of socks from our great selection to keep feet warm and dry. The selection includes 2pk and 5pk of cotton wool blends under the owned brands Woods and Outbound.



Safety Tip

Skate guards and first aid kits are a great recommendation to make before the customer leaves the store.



187-3677



187-3638



076-2844



083-7855



SNOWSHOEING

Recommend a good pair of boots and an insulated jacket to stay warm and dry during long walks in the snow.



Safety Tip

Sunburns can happen in the winter too. Recommend sunscreen to protect exposed skin from the sun and Burt's Bees lip balm to prevent chapped lips on a cold day.



187-3021



187-3692



059-4196



082-0026

STAYING ACTIVE DURING WINTER IN CANADA

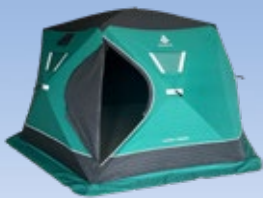
Customers enjoy spending time outdoors - whether it means sitting inside an ice shelter waiting for the big catch, snowmobiling across a great white landscape or getting their steps indoors on the treadmill. Canadian Tire offers all the products customers need to enjoy their favourite winter activities.

ICE FISHING

Winter angling in Canada is very popular through the months of December to early March, depending on where you live. The Woods Glacial Thermal Ice Shelter is a primary trip driver to protect anglers from the elements. The owned brand expansion includes the Woods Glacial 40V Electric Ice Auger 8", that is compatible with the PWR POD battery system. It even includes 2 of the PWR POD batteries in the box.

BUILD THE BASKET

Recommend the Woods E-Drill Ice Auger Combo, 8" or the Woods E-Drill Lite Ice Auger 8" and the Woods 10K Grab-N-Go Heater.



077-4552



077-4502



076-6331



POWER SPORTS

Did you know that sales soared over the last couple of years as customers looked for adventure during the winter? Some of the popular products that are heavily advertised are ATVs, UTV plows, winches and helmets for youths and adults. You can also check out the Powersports Guides on canadiantire.ca for information on ATVs, UTVs, Motorcycles and Snowmobiles.

BUILD THE BASKET

Recommend helmets, safety kits, goggles for safe riding. Your store may not carry power sports equipment, but customers will shop for accessories for a comfortable ride. A great recommendation is MotoMaster snowmobile oil.



027-3772



027-2537



028-1862

SALES

MONTHLY VIDEO
SL16 FITNESS
EQUIPMENT



184-1265

FITNESS

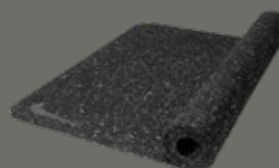
Customers continue to have a strong interest in building out their home gym to stay active and healthy. They've branched outside the traditional cardio equipment for strength training with dumbbells and barbells and recovery with percussion massage tools and foam rollers.

BUILD THE BASKET

Recommend some new products in the assortment such as rowers, treadmills, free weights and yoga mats.



184-1085



184-1086



184-1210

HELP CUSTOMERS PURCHASE THE RIGHT SNOWBLOWER

Customers across the country rely on Canadian Tire for all their snow removal needs. When the first heavy snow falls, the store is busy with many customers shopping for snowblowers, snow shovels, salt and accessories. The snowblowers in our assortment come in a variety of types and sizes to suit the customer's needs.

ASK QUESTIONS AND RECOMMEND SOLUTIONS

1 What is the size of the property you are clearing?

Some properties are large, rural properties and some have small patios and narrow walkways.

2 What type of snowblower are you looking for?

The assortment includes gas models in a variety of stages, electric and cordless models.

3 What size of clearing width do you need?

Snowblowers are available in a variety of clearing widths, from 12 inches to 33 inches.

4 What features are you looking for?

Models have power steering, chute control, heated grips, drift cutters and LED lights.

In-Store Financing with Triangle Mastercard helps customers make their next big purchase decision.



060-0582

Electric Snowblower

For clearing small areas, porches and pathways with light snow.



060-1342

Gas Snowblower (Single-Stage)

For medium size properties with light to medium snow.



060-1343

Gas Snowblower (Multi-Stage)

For large, rural properties with heavy, wet, deep snow.



060-0798

Cordless Snowblowers

For additional maneuverability without the hassle of gas or a cord.

Build the Basket

Snow Shovels and Ice Melters

Customers can pick up a lightweight ergonomic snow shovel and Yardworks PawProtect™ Ice Melter to be prepared for any snow storm.



059-1467



059-7969



MAINTENANCE AND STORAGE

Some customers already have a snowblower and they may need some replacement parts, cleaning tools or products to store their snow removal equipment.

Maintenance Tip

Remind customers that every snowblower has an operator's manual for specific safety instructions.



Storage Tip

When not in use, snowblowers should be stored indoors in a dry, locked-up place.



060-3939

Replacement Parts Tip

The most common replacement parts are the drive belt, scraper or the auger.



Auger

060-1738

SAFETY PRODUCTS

There are safety precautions when operating any snowblower.



Attire and Footwear

Rubber boots with some traction are recommended when operating a snowblower.



187-3711



Ear and Eye Protection

To reduce the risk of injury, check and see if eye protection and ear protection is recommended in the user manual.



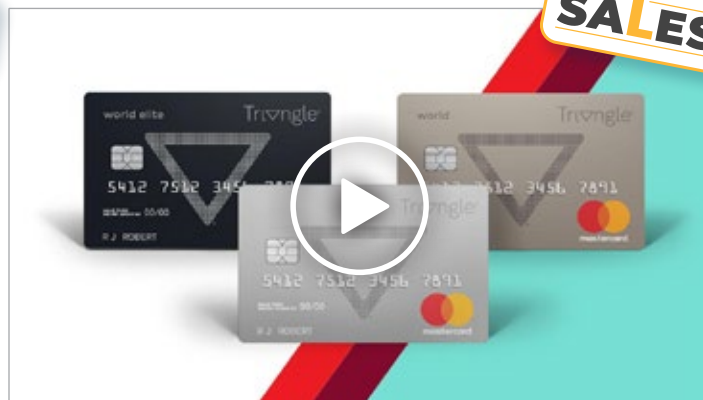
055-0199



SALES

SL13 Snowblowers

Watch this short video to find out how you can help your customers purchase a Snowblower.



SALES

SL17 Financing

Watch this short video to find out how you can help your customers finance their big purchase.

ENGAGE WITH CUSTOMERS SHOPPING FOR PET CARE PRODUCTS

SALES
MONTHLY VIDEO
SL18 PETS

Canadian Tire is growing the Pet Care category with the exciting launch of Petco Enhanced Departments in 2023. The pet category is an important repeat trip driver that drives sales in your store. When customers come in to purchase pet food, take the time to talk to them about the new expanded assortment of pet toys, treats, accessories and cat furniture.

QUESTIONS TO ASK CUSTOMERS

When customers are browsing in the pet aisle, here are some questions you can ask them to assist them in finding the right product.

1

Are you shopping for a cat or a dog?

Canadian Tire carries a wide assortment of pet food, treats and accessories for both cats and dogs of all ages.

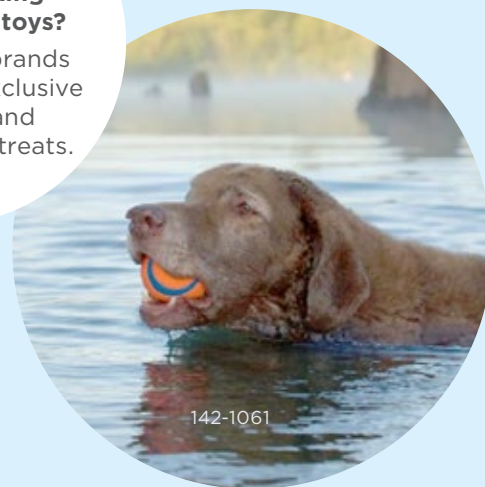


142-4737

2

Are you looking for treats and toys?

We carry top brands including our exclusive Petco toys and Wholehearted treats.



142-1061

3

Do you need pet litter and waste disposal supplies?

Tidy up after your furry friend and keep your home looking and smelling fresh.



142-7417

4

Does your pet need a place to relax and rest?

Every pet needs a soft, comfortable bed or cozy crate or carrier to lounge.



142-6571



142-2577

TIP: Your store has several new sets of POP to inform customers about the Petco products. For example, the POP about dog kennels has instructions to ensure a perfect fit for a secure sanctuary and safe travel. Some POP feature a QR code that links to a learning page on canadiantire.ca.



5

What are you currently feeding your pet?

The customer's pet may prefer wet or dry food.

**PET FOOD AT CANADIAN TIRE**

Pet owners can find WholeHearted pet food exclusively at Canadian Tire. Pets can enjoy a variety of recipes with high-quality ingredients for complete, well-balanced nutrition at an affordable price.

Grain-Free Recipes for Dogs

Real meat is always the first ingredient – great for pet owners looking for higher quality food.

Grain-Free Wet Formulas for Dogs

No corn, wheat or grains of any kind. Remember to always recommend a complete meal. Wet formulas are a great option to add variety to a pet's meal.

Grain-Free Recipes for Cats

Feline probiotics in dry formulas are a great option for pet owners looking for good food at a great price.

Wet Formulas for Cats

No by-products, no fillers are a great option for cats who enjoy a variety of wet foods.

6

Does your pet have any dietary restrictions?

The pet food label is an excellent source of information.



142-3688



142-3695

Learning on CTU**HO21 Pet Nutrition**

This lesson covers the basics of dog and cat physiology and nutrition; types of food; how to read the ingredients list and transition to new food; allergies and assisting Pet Parents.

SP09 Making PreSale Expired Claims

This job aid covers the steps to process a claim for defective pre-sale expired items not yet sold to a customer. This includes perishable products such as pet food, bird seed, coffee pods, chips and cookies.

WINTER SAFETY ON THE ROAD



Canadians experience a cold, icy winter, and Canadian Tire has everything vehicles need to tackle rough winter driving conditions from coast to coast to coast. Canadian Tire provides products and services to keep customers and their families safe and comfortable on the road.

SMART TIPS FOR WINTER DRIVING



Winter Safety Products

The MotoMaster CT100 Winter Safety Kit comes in a compact package that includes a set of booster cables, a head lamp, a shovel, hand warmers and a tow strap. As a bonus, customers get a free year of CT Roadside Assistance.

Recommend: A roadside safety kit that your store carries based on the customer's needs.



Battery Life

Cold weather is very hard on car batteries, and at minus 20 degrees Celsius a battery can lose up to 60% of its power. To prevent problems, customers can have their battery checked by the Auto Service Department.

Recommend: A charger or booster, like the MotoMaster Eliminator Lithium-Ion Booster Pack that is Tested for Life in Canada.



Tire Pressure

The cold winter months are very hard on tires. Tires can drop 1 to 2 pounds of pressure when the temperature drops a few degrees. Recommend a handy tire gauge to monitor tire pressure.

Recommend: The MotoMaster digital tire gauge and the tire inflator and repair kit. They come in a variety of SKUs for different tire sizes.

LEARNING ON CTU

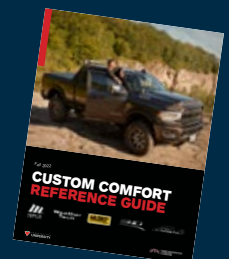
SL14 Winter Car Prep

Go to cantireu.com to watch this video and learn how to help customers prepare for driving in cold, snowy conditions.



AP06 Custom Comfort Reference Guide

This guide outlines information about Custom Comfort products: MotoMaster OEPlus, WeatherTech, 3D Maxpider, Husky Liners and CoverKing and the Ordering process in Costar.



EXPANDED ASSORTMENT OF SAFETY KITS

MotoMaster Truck Safety Kit

Designed to tackle the most common roadside jobs for truck owners: boosting, securing cargo, ditch retrieval, and towing.

030-4236



MotoMaster Overland Safety Kit

Complimentary to the Truck Safety Kit, this is designed for the offroad adventurer with accessories for powersports equipment, and tools to help dig, tow, or provide traction support for vehicles that are stuck.

030-4237



TIP: Everyone should have a backup bottle of Reflex Ice Defence Washer Fluid that works down to -49 degrees Celsius, and prevents ice buildup on the windshield.

MotoMaster Glovebox First Aid Kit

Peace of mind for life's scrapes on the go, whether it is hockey practice, on a job site, or road trip, first aid essentials that fit easily in the glovebox.

030-4235

AUTOMOTIVE ONLINE APPOINTMENTS (AOA)

Online appointments allow your Service Centre to customize many aspects including:

- Hours allotted for online appointments.
- Services offered to customers for online booking.

This makes it easy to customize the auto experience to fit your store's and your customers' needs.

Go to **cantireu.com** to learn about the AOA program: Lessons **AS37 - AS42**.



Build the Basket

This is a good time to check if your customers have the basic winter car supplies: a snow brush, winter washer fluid, folding shovel, winter wiper blades, scrapers, traction aids and an emergency kit are important products to have.



1. Mallory Arctic
Windshield Cover
030-4231
2. MotoMaster Overland
Traction Aid
030-4238
3. MotoMaster Emergency Light
037-9251
4. STAYHOLD Compact
Safety Shovel
037-9253
5. Garant Scratch-Free
Snow Brush
030-4458

SELLING WINTER TIRES



Customers rely on your store's Auto Service Centre for all their automotive needs. You may have customers asking you, 'Why should I buy winter tires at Canadian Tire?' The following information prepares you to engage the customer with confidence.

BENEFITS OF BUYING WINTER TIRES AT CANADIAN TIRE

Winter tires have a deeper, softer tread that digs into snow and sticks to wet roads. This gives drivers better steering, control, and shorter stopping distances. True winter tires have the 'Three-Peak Mountain Snowflake' symbol on the sidewall. This means the tires meet snow traction performance requirements and are designed for severe snow conditions.



Warranty

Don't forget to mention our 6-year Tire Care Guarantee. This industry leading program only applies to tires that are purchased, installed and balanced at Canadian Tire.

ROAD RATED

OFF-ROAD RATED

Road Rated

A professional tire performance test program to help customers select the tire that meets their needs. Road ratings include dry traction, wet traction, snow and ice traction.



In-store Financing

Tires are an expensive purchase. With the Triangle Mastercard, customers qualify for 24 month equal payments on purchases over \$150.

LEARNING ON CTU

When the temperature drops below 7 degrees Celsius, the rubber in all-season tires hardens and doesn't grip as well - time to switch over to winter tires. Watch this short SALES monthly video to learn all about selling winter tires.

SL27 Winter Tires



SALES



QUESTIONS TO ASK TO HELP THE CUSTOMER PURCHASE THE RIGHT TIRE

Once customers understand the importance of winter tires, here are some questions to ask to help you recommend the right option:

- ① What type of vehicle are you shopping for?
- ② What is your budget?
- ③ How much driving do you do?

HIGH PERFORMANCE TIRES FOR EVERY CUSTOMER



Michelin X-Ice®
SNOW Winter Tire
For Passenger & CUV



MotoMaster Eliminator
X-Trail A/T All Terrain
For Truck & SUV



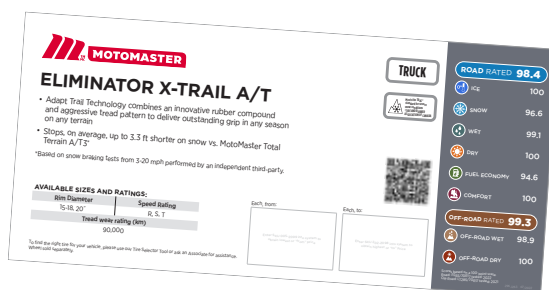
Bridgestone Blizzak
DM V2 Winter Tire
For Passenger & CUV

RESOURCES TO NARROW DOWN THE SELECTION



Tire and Wheel Guide

Use the Canada's Garage Tire & Wheel Guide for testing scores, and the tires and wheels landing page on Canadiantire.ca to align to the features the customer finds most important.



Information cards

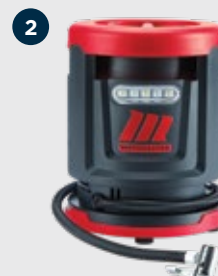
Use the Information cards found by each tire on the tire wall to see the features and testing ratings. Customers need tires with excellent performance in snow covered and icy road conditions.

Build the Basket

Once a customer decides on a set of tires, ensure they have everything they need before they leave. Do they have a second set of wheels that will fit their new tires? This will save time during tire changing season.



1



2



3



4

1. Victor Tire Tread Depth Gauge
009-5501
2. MotoMaster Mighty Quiet Inflator
009-5207
3. CRW GT5s Alloy Wheel, Gloss Black
241-5403
4. MotoMaster Universal Tire Covers, 4-pk
108-2045

TIP: Let customers know that when the temperature drops to below 7 degrees Celsius, it is time to switch to winter tires. They're safer in all winter conditions. Remind them of other winter car items that will keep them safe on the road.

CTU ADMIN NEWS

These compliance lessons provide all employees with the opportunity to learn about governmental regulations and Canadian Tire's policies that apply to their job responsibilities.

Finding Your Compliance Training

Go to the CTU Home page and scroll to the **Compliance** tile located under the banner.

Click on **Take Lessons**.

All your compliance lessons are displayed for you to complete.

Compliance lessons are grouped into two sections: **Annual Required** and **One-time Only**.

Note: New hires are also required to complete lessons found in **One-time Only**.

Annual Required Compliance Lessons

LC09 PCI Annual Security Policy Acknowledgement*

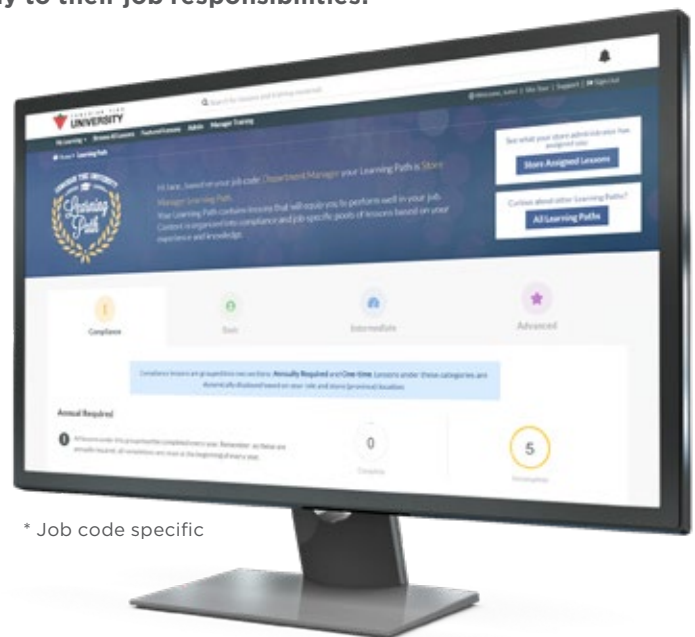
LC13 WHMIS Training

LC15 Privacy Legislation

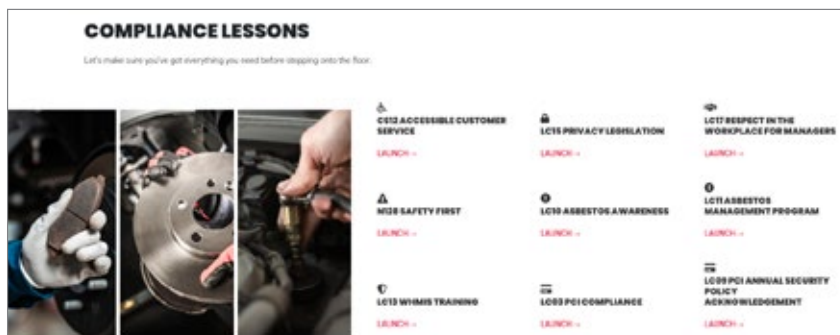
LC16 Respect in the Workplace

LC17 Respect in the Workplace for Managers*

N128 Safety First



* Job code specific



New Employee Orientation Program For Service Advisors

This New Employee Orientation (NEO) Program for Service Advisors introduces you to Canada's Garage. You will find compliance lessons, new videos and job specific lessons. The Onboarding Guide for Service Advisors is an important resource for all new Service Advisors.

- AS31 Introduction to Canada's Garage
- AS32 Shop the Canadian Tire Advantage
- AS33 Virtual Tour of Canada's Garage
- AS34 Your Role in Automotive
- AS35 Intro to Core Jobs
- AS36 The Customer Journey



New Employee Orientation (NEO)

This orientation (NEO) starts with an overview of the company, then covers the legally required lessons before we walk through a store tour and explore how a Canadian Tire store operates.

- HR06 New Employee Onboarding Checklist
- LC13 WHMIS Training
- N128 Safety First
- N130 Store Tour
- N131 Store Operations

UPDATED LEARNING ON CTU

Go to cantireu.com to complete these lessons that prepare you to be successful on the retail floor. CTU provides you with the learning tools, videos, job aids, guides and resources to build your knowledge and confidence.

Employee Facing Devices

The new reference guides and videos walk you through the process of how to use the EFD for ERI, Containers and Manual Receiving.

EF13 EFD ERI Reference Guide

EF14 EFD Containers Reference Guide

EF15 EFD ERI Walkthrough Video

EF16 EFD Containers Walkthrough Video

EF17 EFD Manual Receiving Reference Guide

EF18 EFD Manual Receiving Walkthrough Video



Triangle Select Subscription Program

An easier, faster way of collecting and redeeming Canadian Tire Money is coming to your stores.



Triangle Select is a new subscription program that lets loyal customers collect and redeem even more CT Money when they shop in participating Canadian Tire, Mark's, L'Equipeur, Sport Chek, and Party City stores.



Triangle Select members can take advantage of multipliers such as 20x Bonus CT Money on in-store purchases of 20 different CT Brands, and stack these on top of what they already earn from Weekly Flyers, Spend & Get promotions, and Bonus Days.

Only \$89
(+tax) for one year

Triangle Rewards and Triangle credit card members can sign up online and upgrade to Triangle Select for only \$89. With the in-store perks, free shipping for select online purchases, and added benefits, this is a subscription program that pays for itself.

Visit cantireu.com to complete the lesson and read the FAQ.

LO25 Triangle Select eLearning Lesson

LO26 Triangle Select FAQs



CONGRATULATIONS TO THE RECENT SALES CONTEST WINNERS

We would like to thank everyone who participated in the recent SALES contest.

Name	Store	Dealer Group Region
Dawson Schunicht	360	British Columbia Dealer Region Group
Imane Akhdim	064	Montreal Regional Dealer Region Group
Sharmaine Joy Samson	248	Mid Canada Dealer Region Group
Joy Boyd	446	Greater Toronto Dealer Region Group
Rachael Rice	674	Hamilton Niagara Dealer Region Group
Pam Lamb	462	Rocky Mountain Dealer Region Group
Chrissy Poulin	052	Northern Ontario Dealer Region Group
Lynn Licari	227	Ottawa Valley Dealer Region Group
Randy Baniqued	057	Southwestern Ontario Dealer Region Group
Jason Rees	191	Quebec Central Dealer Region Group
Bruno Maltais	298	Quebec Regional Dealer Region Group
Courtney Nickerson	125	Newfoundland & Labrador and Nova Scotia Dealer Region Group
Melanie Basque	491	New Brunswick and Prince Edward Island Dealer Region Group

A WORD FROM OUR WINNERS ABOUT THE SALES MONTHLY VIDEOS



"Those videos are definitely worth watching, Their content is very informative to help our customers"
- Chrissy Poulin, Store 052



"I go on CTU and watch them from time to time, some of them are pretty interesting"
- Bruno Maltais, Store 298

Visit cantireu.com to watch the SALES monthly videos. The next winner could be you.

COMPLETE THE 2-MINUTE WINTER
QUIZ FOR A CHANCE TO WIN

\$500



IN VISA GIFT CARD

OR 1 OF 5 \$100 VISA GIFT CARDS

1. Read the catalogue.
2. Look for the ★ icon.
3. Go to **cantireu.com** and click on the rotating banner to the New at CTU section.
4. Click on the **TAKE QUIZ** ★ button.

Good luck!

Last day to enter is March 10th, 2023.

**CONGRATULATIONS TO
FALL ISSUE QUIZ WINNER**

Rachel Simpson, Store 360

Scan the QR code to log in to CTU



YOUR CUSTOMERS COME FIRST WITH **SALES**

The SALES program offers product knowledge on some of the hottest products in your store. You will learn how to assist customers using the Ask, Advise and Attach method.

Build your confidence and help customers this winter by watching the following featured SALES videos on CTU



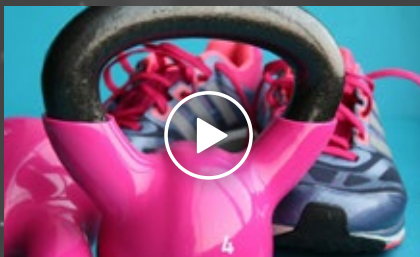
SL11 Hockey



SL12 Winter Prep



SL13 Snowblowers



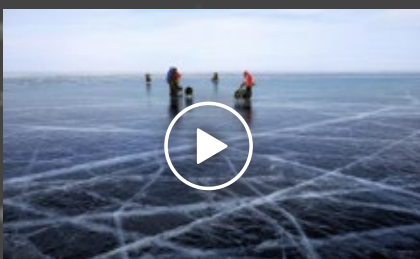
SL16 Fitness



SL17 Financing



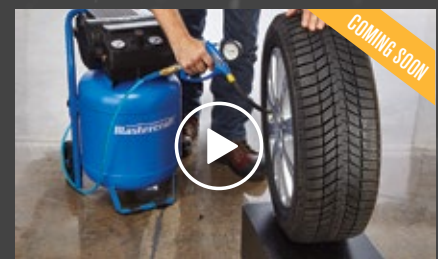
SL27 Winter Tires



SL29 Ice Fishing



SL33 Home Safety



SL45 Air Tools & Compressors

Go to the SALES page on CTU to see what the program offers - there is something for everyone no matter what your role is in the store.



Scan the QR code to log in to CTU.



YOU MAKE THE DIFFERENCE

**NEW
TRAINING
PROGRAM**

Launching
Jan 24th, 2023
on CTU

The Canadian Tire Way is how everyone can ensure that each visit a customer has is met with impactful customer service. The way you can deliver that is with these **Three Key Steps**:



GREET

START WITH A SMILE

Smiling and greeting customers puts them at ease and shows them that you're ready to help.



ASSIST

JUMP INTO ACTION

Customers requiring assistance are helped by having their needs met in a timely, efficient, and professional way.



THANK

END WITH A THANK YOU

A pleasant thank you gives customers an understanding that we care about and value the relationship.



THE CANADIAN TIRE WAY

Visit **cantireu.com** to learn more about this great program.

