

**KNOWLEDGE** Innovative brand engagement programs

**PERFORMANCE** Created a brand-centric experiential marketing program to **EDUCATE** consumers about an automotive manufacturer's vehicles

**IMPACT** 20,000 test drives in 12 months, contributing to heightened brand perception and **30%** increase in sales



A legendary high-end automotive brand turned to their long-time training partner, GP Strategies™, to help them accomplish their goal of increasing sales by delivering 20,000 test drives in a year.

## Creating a vehicle to encourage test drives and drive home more sales.

### Sales Solutions

- Needs assessment and strategic planning
- Product sales training
- Sales performance standards
- Sales skills development
- Direct and retail sales training
- Training promotions and incentives
- Customer loyalty programs
- Product and launch event

Senior management set a lofty goal for their salesforce to meet—facilitate 20,000 test drives of vehicles in their luxury car brand over the course of a year.

GP Strategies' experiential marketing expertise combined with our sales mastery and knowledge of how people learn gives us a unique advantage when it comes to structuring educational programs that deliver perceived value and encourage sales. Because we had a 17-year relationship serving this automotive legend, we were able to leverage our deep understanding of their brand to quickly combine successful ideas developed in the past with compelling new elements to create a program unlike any the manufacturer had ever seen.

The result was a cross-country, 20-city "driving experience" that put 1,000 prospects per weekend behind the wheel of every model in the brand as part of an unforgettable 2.5-hour program. This extraordinary brand experience was far beyond anything our client had done in the past, enabling each prospect to experience each vehicle under a variety of conditions to demonstrate the state-of-the-art capabilities of the line.

When the 20-city tour was complete, our clients had not only accomplished the goal of 20,000 test drives, but they also enjoyed a 30% spike in sales for the year. In addition, the program helped educate consumers about the vehicles' attributes and bring their brand promise alive.





### Our Services

GP Strategies works with leading global organizations in both the public and private sectors to deliver high-impact training, consulting and performance improvement solutions. We partner closely with individuals and teams across those organizations to deliver everything from leadership development programs and sales solutions to learning technologies and performance-based engineering solutions.

While our services are diverse and comprehensive, all are built on a foundation of human performance improvement with emphasis on time- and money-saving benefits that last long after our work is done.

### Making a Meaningful Impact

We are at our best when we're helping our clients achieve their best. GP Strategies' passion is to make a meaningful impact by helping you:

- Create leaders that drive performance at all levels
- Sell more... faster
- Deliver efficient and sustainable energy
- Ensure safe products
- Develop effective practices and work environments
- Prepare communities and organizations to mitigate risks
- Achieve results in complex regulatory arenas
- Empower people to reach their highest potential
- Improve performance across the globe

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