

KNOWLEDGE Dealership Development, Training and Communications

PERFORMANCE Created an integrated training program and communications campaign to help bring franchised entities on board with a new **ONLINE SALES TOOL** and leverage it to increase sales and customer satisfaction.

IMPACT Gained program adoption from more than **1800** dealers within the first year of the program, which led to more than **124,000** high quality leads, **30%** of which were converted to sales.



Rolling out a new program and gaining a high rate of adoption among a brand's independently owned dealerships presents many challenges. Fortunately, GP Strategies® has deep experience with making that happen.

Helping increase sales leads and sales for a global automotive manufacturer.

Dealership Performance Solutions

- Sales Training
- Vehicle Launch
 - Vehicle Launch Events
 - Product Information Communications
 - Consumer Marketing Support
- Fixed Operations Training
 - Consultation in the Service Bay
 - Technician Training
 - Service Management Training
 - Warranty Training
 - Overall Fixed Operations Processes
 - Customer Interaction Skill
- Customer Satisfaction Skills
- Overall Dealership Training
- Dealership Performance
 - Standards-Based Initiatives
 - Overall Performance Improvement

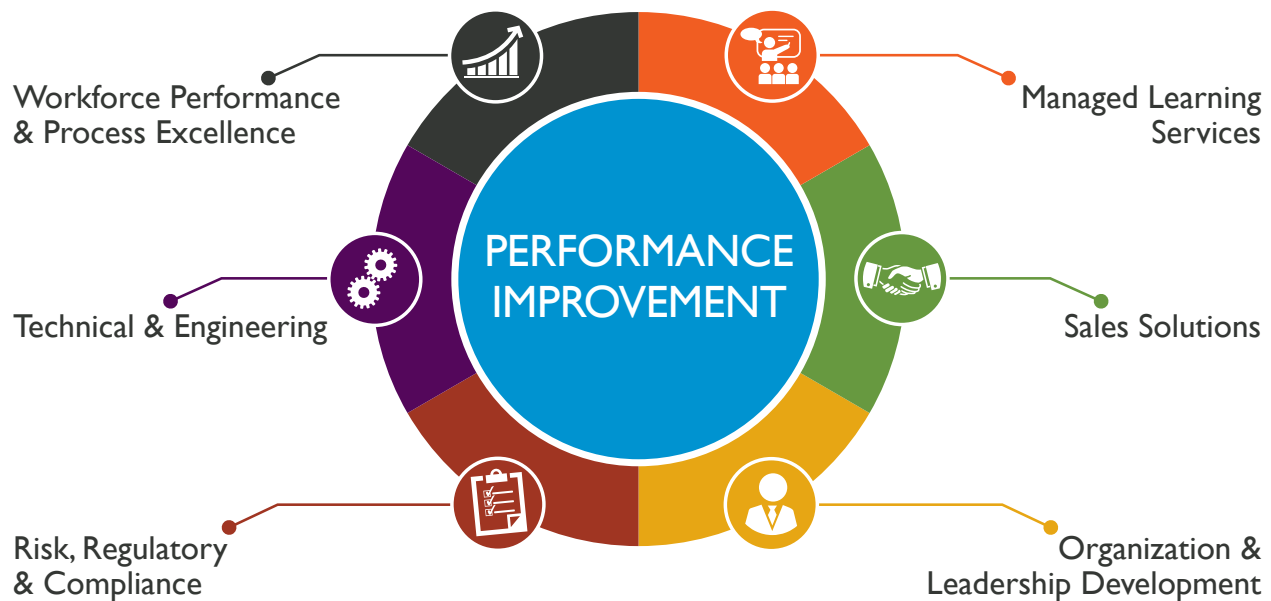
A major automotive manufacturer wanted to introduce a new, customizable, dealership-specific sales tool to its dealers that would enable consumers to shop for new and used vehicles online, including estimating their trade-in, calculating a payment and applying for financing. The tool showed great potential for providing both sales leads and sales to individual dealers, but first the dealers needed to adopt the program. So the client turned to long-time partner, GP Strategies, for a communications and training plan to help put the tool in place.

GP Strategies developed an integrated communications and training program that interspersed written and video communications messages with 20-minute e-learning courses, building interest, excitement and awareness for the program over time. By the time the tool was launched, dealers were prepared to adopt the new tool on their own websites and unroll the program.

This staggered, integrated approach resulted in high rates of adoption in the first year. More than 1800 dealerships have come on board and are getting high-quality leads, 30% of which are converted to sales. The tool is also delivering a younger and more affluent customer profile, exposing the manufacturer to a new audience and laying ground for future sales. Without the integrated marketing and training program implemented by GP Strategies, dealers would not have been aware of the application's many benefits and how to implement the tool to increase their sales. Training has been revised to incorporate best practices revealed during the program's first year.

Learn more about our Dealership Performance Solutions at <http://www.gpstrategies.com/solution/sales-solutions/channel-development>





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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