

... CASE STUDY

Driving Vehicle Sales Through an Experiential Training Tour



This was the best event I've ever attended in 18 years. It was motivating, not dull, and had a nice pace that balanced learning with fun.

- Event Attendee



Challenge

In today's competitive automotive market, delivering an exceptional customer experience, fueled by knowledgeable salespeople, is what closes the deal for car buyers. But finding innovative ways to deliver sales training and ensure knowledge is retained is a real challenge.

So, when a major automotive OEM introduced eight new vehicles to their lineup, they knew they needed a comprehensive, experiential training program to ensure their sales staff could speak knowledgeably, confidently, and passionately about the vehicles and provide would-be buyers a world-class customer experience. They engaged GP Strategies for help.

Solution

The simultaneous timing of multiple vehicle launches enabled the team to create an exciting, all-inclusive experience while minimizing students' time away from their dealerships. The best way for sales consultants to learn about their own brands and the competition, was to experience them side-by-side. Manager engagement was also key to apply learning back on the job. These factors informed the decision to create an experience for both managers and sales consultants. The solution was a robust, experiential training tour where participants drove both the manufacturers' and competitors' vehicles.

The tour traveled to five different speedways across the country over 11 weeks and blended hands-on driving experiences with interactive learning labs and self-directed clinics to build awareness, gain knowledge, put knowledge into practice, and provide easy access to vehicle data. Each of the 29 sessions provided participants with rich learning opportunities:

- 10 hands-on driving experiences
- Interactive learning labs
- A "Possibilities Pavilion" offering new ways to grow sales and loyalty

Business Impact

The tour was at capacity in each market, reaching more than 6,500 managers and salespeople from over 2,400 dealerships. It earned a Net Promoter Score of 88.

Participating dealerships posted monthly unit sales gains of 1.9 percent in the four months post-event, compared with a negligible gain of 0.3 percent for those who didn't attend.

The gain represents well over 5,000 incremental sales to the OEM.

RESULTS

6,500 students
across **2,400 dealerships**

Net Promotor **Score of 88**
(compared to industry average scores of ~ 50)

Higher monthly unit sales:
Participating dealerships **increased sales by 1.9%** post-event while non-participating dealers only posted a .3% gain

