

... CASE STUDY

Reinventing Competitive Sales Training at a Major Automotive Brand

Challenge

In late 2018, a major automotive brand released a new product into a highly competitive full-size light duty pickup truck market in the United States. Trucks, SUVs and crossovers account for about 80% of this brand's sales, and with trucks carrying the highest profit margins, this product launch was critical. This automotive brand sought a new approach to its sales training model, with the goal of creating a lower-cost yet further reaching and more effective solution.

Solution

The GP Strategies® team determined that the best way to reach more sales consultants was to take the training to them, right to their dealerships. In addition to web and video offerings, the programme would include two live trainings. The first would do a deep dive into the brand's own vehicle. The second would include hands-on with the top competitive products. Reaching over 700 dealerships across the US, the training also included a chatbot (virtual coach) and 360-degree experiences showcasing benefits over each competitor.

Business Impact

The full blended experience contributed over 2,000 incremental sales. The brand's product training contributed approximately 500 units of those units, while the competitive experience (including the 360-degree training), added another 1,700 units. Interestingly, all gains for the product specific training came in the month the sales consultant participated in training. The positive sales effects of the Competitive training were sustained over time, starting the month of training and continuing to grow throughout the study period.



Comparison of the ride quality between the 3 trucks. Now I can honestly tell customers we are better!

— Programme Trainee

RESULTS

Attendance of **OVER 7,500** sales consultants—nearly **THREE TIMES** the reach of prior large-scale events

A **sizable cost reduction** compared to traditional large-scale driving events

OVER 2,000 incremental sales attributed to this programme, far outweighing the cost of the programme

