

... CASE STUDY

Comprehensive Product Sales Training Helps a Global Automaker Win in a Competitive Market

Challenge

In Brazil's auto market, 2020 was a big year for small crossovers. The affordable SUVs were popular, and entries from many brands meant real competition. A global automotive manufacturer and retail organization was preparing to update an existing vehicle with a full redesign, and effective product training for sales consultants across the country would be crucial. To conquer the high-profile segment, the client partnered with GP Strategies® to design and deliver a complete solution and produce an immersive learning experience.

Solution

The single-day, six-module event began with a survey of the marketplace and the target audience. Hands-on sessions detailed the vehicle's powertrains, options, and features, as well as those of competitors, before participants tested them all on a custom-configured racetrack. Gamified competition elevated learner engagement as 170 participants per day rotated through the modules. Sales consultants from over 450 dealerships across Brazil took part.

Business Impact

To ensure the training met brand objectives, we conducted an impact study. Participants reported some of the region's highest-ever satisfaction rates for the client's branded academy and achieved 11 points more growth in average monthly sales versus untrained colleagues over 4 months, and the new SUV's market share shot from 11th position in 2019 to fourth place in 2020, and to first place in early 2021.



Topping the competitive SUV market in Brazil is no small feat. It took a deeply collaborative partnership and innovative, immersive training to get there.



RESULTS

10% higher average monthly sales for trained sales consultants vs. untrained associates in the six months following training

2,400 sales consultants trained

94% of trained consultants awarded maximum score (5/5) to the statement, **"This training will help me be more successful."**

