



Dealership Performance

Training and coaching



The Challenge

The client recognised that in order to help improve performance they had to address the automotive industries parochial problem of high staff turnover. They approached Renault-Nissan Consulting and asked us to develop a long term programme, initially aimed at Sales Managers which would address the issue and fit neatly with their existing HR processes.

The programme would also need to improve performance in key areas and have spin off's in terms of increasing staff motivation and application of agreed processes.

What our client says about us

"We were totally satisfied, every event and visit were very positive. Renault-Nissan Consulting are excellent tutors and coaches. The results have improved sales, customer satisfaction results and made us a lot more competent in our roles. With continued use this will only get better".

The Solution

The Renault-Nissan Consulting team used a series of classroom modules aimed at training sales and service managers in:

- Time management
- Effective listening / communication skills
- Coaching, observation and feedback
- Appraisal and induction
- Process application

This was supplemented with monthly follow up visits to measure progress and coach the respective manager in applying their training. Reference material was provided to help managers in terms of recruitment and induction and a comprehensive set of competency based job roles, covering every function were developed.

Of particular note, the appraisal process was improved and process review techniques were built into daily methods of working. To help further, product knowledge quizzes were also re-introduced into sales departments. A later similar spin of programme was then commissioned aimed at potential managers and service advisors (the latter with a particular emphasis on generating additional sales).

The Results

- ✓ **2% increase in overall efficiency across 12 dealerships (+£38k profit)**
- ✓ **Increase of 1% sales conversion rates across the group**
- ✓ **Process application up 75%**
- ✓ **Use of showroom controls up 35%**
- ✓ **Appraisal completion up 60%**
- ✓ **Additional tyre and air conditioning sales of £34k per annum**

Key Success

A proven method using training and coaching to improve performance and generate additional sales