

How do we get our Showroom Based Sales Teams to truly understand and engage with our ultra wealthy clients.

The Client – One of the world's biggest, oldest, most valued Luxury Car Companies

Target Audience – Dealership sales staff certified by the organisation

The Need – get our dealer showroom sales staff to understand the concept of luxury selling

The Measure – Increased sales

What We Did:

Always – Client First

- Visited 8 showrooms in India and Asia
- Interviewed over 50 Customer facing Sales staff, dealers, trainers
- Interviewed luxury car customers to understand their perspective
- Researched luxury sales across premium national and international brands

And More:

- Visited showrooms in an advanced Asian Market to get the true international experience
- Visited competitors to understand what customers are comparing us to
- Devised a matrix that explains the 4 key customer sets that form the company's clients in India, their behaviors, preferences, eco-system, decision drivers

The Intervention

- 2 day workshops across major cities
- Complete participant buy-in through absolutely relevant, Researched content about their own real customers
- learning through group presentations, activities, experience sharing
- outbound activities where participants experienced what it feels like to be a luxury customer with multiple indian and international luxury brands
- an image consulting session to develop their personal presence
- role plays with 'real' customers, with immediate feedback

And that's not all

- Post program coaching – Half day group coaching session after 1 month

Game changers

- Learning about the eco-systems of their own real customers
- Experiential format
- Image consulting
- Post program coaching to embed learning

The Results

- Greater sensitivity to demanding customers
- Marked change in customer interaction skills
- Self awareness about image
- Increased car sales (training is only one of the reasons, and we are happy to have contributed to our client's success)