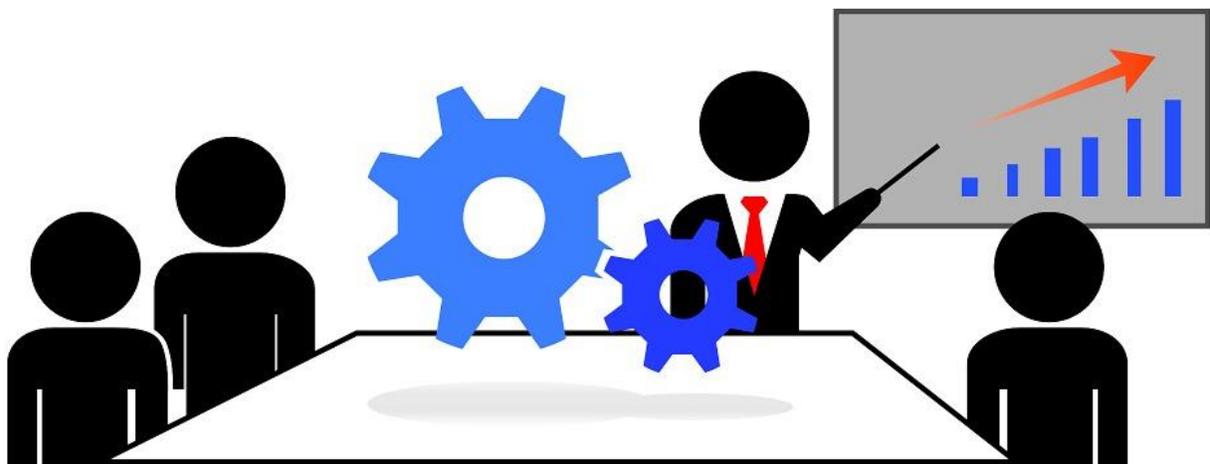


TRAINING THE TRAINER



“Training the trainer” program was a customized initiative targeting an increase in sales by effectively training the trainer to build and lead the team. It showed phenomenal results for our client even though the market continued to deteriorate.

INDUSTRY BACKGROUND:-

The Indian luxury car industry and the SUV market experience frequent fluctuation. The Supreme Court’s ban on registration of diesel vehicles over 2.0 litres in the NCR brought sales in this market to a standstill. Besides that, earlier in the year an additional 1 percent tax was levied by the government on cars that cost over Rupees 10 lakhs. This drove prices up for buyers. Later in the year, due to demonetization the market experienced a further dip and saw a decline in sales figures.

Challenging Horizons believes that a strong training culture focused on generating and nurturing leads is 'The Soil' that cultivates sales. Setting a strong foundation and inculcating leadership qualities within the team directly impacts sales simply by motivating people. Challenging Horizons, as a company, advocates authentic sales focused leadership.

CLIENT BRIEF:-

Our client is one of the leading luxury car makers. They wanted to maintain their leading position in the Indian market. Despite the challenges faced regularly, they were focused on making the best of the opportunities the market had to offer. Thus, the need for a customized training program was necessary. Challenging Horizons specifically

designed the “Train the Trainer Program” to help them face their challenges and meet their goals. Details of the program are listed below:

- Improving effectiveness of the Trainer by including him in the sales process.
- Partnering with the sales trainer to implement the training thereby encouraging sales closures.
- To ensure better efficiency of operations between the Trainer and the Team.
- Ensure improvement of Funnel Management and Customer Relations.

SYNOPSIS:-

We conducted an in-depth on field validation as a part of initial assessment.

We came to an understanding that apart from a 3-4 days formal training session focused on product specifications; no other program based on developing any special competency for sales should be conducted.

Based on this assessment, we customized a “Train the Trainer Program”, with an aim to instill a culture of performance across the dealer network.

The content created aimed at changing the attitudes of team members towards their responsibilities.

IMPLEMENTATIONS OF THE PROGRAM:-

- By combining an individuals’ roles and the team objective, the team was able to assign the right tasks/responsibilities to the right person.
- Since the trainers lacked frontline experience, there was a prominent gap between them and the team.
 - Thus as a part of the training program, ‘ownership of sales’ became a part of the trainer’s KPI.

- Developing second line trainers.
- Creating Team Leaders to act as coaches for their sales consultants.
- Providing Manpower Management skills for Team Leaders.
- Helping them understand what it takes to achieve team efficiency, while also teaching them to make personal behavioural changes to elevate team spirit.
- The tasks are then transferred to the showrooms post where the team is on 15 days of observational learning.
- They had also gone through an online test for the sale of cars.

Implemented the **SEVEN STEPS OF SALES** during the training:-

- Client Acquisition
- Arrival and Welcome (meet & Greet)
- Consultancy
- Test Drive
- Negotiation & Closing
- Six positions of demonstration
- Post Sales Follow Up

THE RESULT:-

1. The Trainers received an insight to the sales process, better funnel management and situational leadership skills.
2. The result of this approach was evident, it lead to an increase in business owing to an efficient sales cycle.

“Great leaders don’t set out to be a leader. They set out to make a difference. It is never about the role, always about the goal.”- Lisa Haisha