

Automotive

For more than 14 years, ProTurn realises a Professional Turnaround within large National and International organisations, healthcare institutes and local governments.

Our ProTurn specialists currently offer their support in 18 countries. The Turnarounds are predominantly realised within the areas of Leadership, Sales, Communication, Personal Effectiveness and HR.

After careful and precise analysis of your needs, we correlate people processes and procedures in a triangular approach (staff member – manager - trainer/coach) to create an effective program. Learning and working together interactively in an on- and offline environment (blended learning) moves your people soon in the required direction.

Are you interested in improving your performance, or the performance of your staff, within the business environment in an interactive way? ProTurn provides you with new insights and knowhow based on our valuable cross industry experiences. You will also learn, where and when possible and applicable, from your cross industry fellow participants. ProTurn facilitates you in funnelling these experiences to your daily life work practice. That helps you realising your Professional Turnaround.

Selling Finance, Insurance and Leasing on a professional level

Objective:

Getting more output from your sales pitch, better margins per unit sold and more deals closed? This training is highly suitable for all salespeople in the automotive industry who want to successfully embed car finance, insurance and (private) leasing in their sales proposals.

Topics:

- What impact does the legislation have around financial product on your sales process and procedures (varies per country)
- Product features, benefits and impact related to consumer finance and private lease services
- The added value of embedding financial solutions in your sales proposal
- Why would your customer want to finance and insure or lease through you? How does credit scoring work and what legally allowed alternatives can you offer?
- What does the competition offer? (up and including “cheap” offers/ best deals) How can you make your offer more attractive?

- One stop shopping related to mobility & finance! Exceed the customer’s expectations and make the difference that helps them choose to buy from you!
- Developments in the finance and lease market
- Your on-line competition related to Consumer Finance, Private Lease and Insurance products
- Preventing objections and dealing with them when they occur
- Finance, insurance and Private Lease... core business or just additional products and services?
- Making a financial proposal the customer can’t refuse (within the boundaries of the local legislation)
- ProTurn Total Experience Matrix; composing your proposal with visual, aural, kinaesthetic and rational aspects to have maximal impact
- Managing the sales team focussing on Finance, Private Lease and Insurance

Car Leasing

Objective:

Presenting the advantages of leasing in a professional way and guiding your customer through the numerous choices within leasing products.

Topics:

- Leasing in a historical perspective
- Non-automotive leasing
- The national lease market related to automotive sales
- Automotive leasing providers in the market place
- The definition of leasing
- Leasing; the possibilities and the details
- Lease: Operating or finance?
- To lease or not to lease. What motivates companies?
- Stakeholders in the leasing process
- Relevant components that influence the earning model of the lease companies
- Embedding lease products & services in your sales process
- Buy or Lease?
- A proper inventory of the business customer's needs
- The lease contract
- Guiding the Decision Making Unit in relation to car leasing
- Current mobility topics
- Car lease abroad
- The lease quotation
- Tax aspects + International Finance and Reporting Standards (IFRS)
- Off- and on balance financing
- Fleet management, re-marketing and other processes related to leasing
- ICT, security and on-line information

Model introductions (national distributor's level)

Objective:

The content will be determined in cooperation with the national car distributor per introduction. The training is developed to motivate, stimulate and inspire the sales people in order to be able to show and explain customers the benefits of the new model.

How to get the best results from lead management

Objective:

From a marketing perspective, lead management has changed significantly in the past decade. Transferring leads into hot leads is an art by itself. Make your organisation a trusted advisor, get better leads and improve your conversion of leads to signed orders

Topics:

- From (hot) lead to customer
- Understanding the actual needs of customers and prospects and responding adequate to their questions
- Getting more from the opportunities leads offer
- Creating a higher conversion from leads to buying customers
- Embedding successful lead management processes into daily work life practice



Sales competency training for car sales people

Objective:

The customer journey starts nowadays at home under influence of the tablet and smartphone. When arriving at the showroom you will probably already have had contact by email and phone with the customer. He or she is better informed than ever and extremely well prepared. What does this mean to you in your job as sales professional? ProTurn guides you and your organisation with up to date blended learning (off- and on-line) in being on top of every detail in the sales process. Closing the deal at your dealership will have to be the logical result of the total customer experience.

Topics:

- Where exactly does the customer journey begin?
- Preparation of the sales process in an on- and offline environment
- The right moment and the proper way of approaching the customer
- Which criteria does the customer use to select the new vehicle
- The decision making process up and including the influencers
- How do you provide the customer with the perfect customer experience?
- Rapport building; the fundament of excellent communication
- What questions do you ask to properly qualify the customer?
- The impact matrix; translating your proposal into appropriate benefits that will have the right impact
- Recognising buying motives and using these to your benefit
- The ultimate test drive
- The appraisal and valuation
- Dealing with postponed or not yet discussed topics that will be relevant to the outcome of the sales process
- Offering a choice of payment solutions (taking in consideration the legally allowed possibilities within the National legislation)
- Up-, cross- and deep-selling
- Preventing objections and dealing with them when they occur
- Providing after-care and effective management of relations (improving future sales)
- ProTurn Total Experience Matrix; composing your proposal with visual, auditory, kinaesthetic and rational aspects to have maximal impact

