

Skoda

Prospecting for gold

Client Issue

Skoda cars recognised that they had a problem penetrating the business sales market. This sector is very important to automotive manufacturers, representing over 50% of the UK market, and although Skoda had employed their own business sales team they needed more and better representation at dealer level.

Apart from larger dealerships who have recently taken on the Skoda franchise after being convinced of its viability, Skoda is represented by companies who are generally reluctant to prospect in the business sector. This is either because they have a long association with the brand and feel imprisoned by its past, or because their business has been built up on selling used cars and they have yet to make the full transition to new vehicle sales.

Grass Roots Solution

The Skoda Gold Rush:

Preparatory study pack: Delegates completed a distance-learning module on the prospecting discipline. Amongst other things they were required to allocate time, set sales priorities, gauge market opportunities and identify buyers.

Live prospecting event:

Participating dealers sent delegates from sales and aftersales to events in Glasgow, Nottingham, Maidenhead and Newport, where we had set up telephone booths in corporate colours with quality images of Skoda product. After an ice-breaker each dealer team took on a prospecting challenge for prizes, calling defined prospects to offer a 24-hour loan of the Skoda Octavia. They received continuous coaching support when making their calls, each of which was recorded and played back to a Skoda adjudicator. Approved appointments earned prizes there and then ranging from chocolates to radio alarms to pens to wrist watches: an electronic score board kept track of team performance as the basis for further prizes.

Follow up of appointments:

Delegates were coached in how to make best use of the opportunities they had created for themselves.

Result

60 dealers sent teams to the events, securing almost 500 appointments between them, an average of just under eight appointments per dealer and just under four appointments per individual. By prospecting for themselves in a supporting environment, delegates gained confidence to do the same in their normal sales setting.



**GOLD
RUSH**