

Training & Development

Case Study - Rowcliffes

The Brief

Create a sales culture in aftersales to generate greater levels of direct profit and so absorb more of the business overheads. Improve customer retention and provide sustainable growth for the future.

Business Considerations

Rowcliffes represent the Vauxhall franchise in Yeovil, Taunton and Bridgewater. Following participation on the Coachworks Vauxhall Road 2 Growth aftersales programme, it was recognised that there needed to be a change of culture in the After Sales Departments.

Coachworks Solution

Karl and Adrian tailored a bespoke version of Race 4 Growth; a programme that creates a culture of selling as well as serving in aftersales.

Approach

A 10 step, 26 week programme was introduced. This focused on a top down approach to instilling culture change in the business through engaging the Retail Operators, management team, Service Advisors and Workshop Controllers. Through a combination of workshops and one to one coaching, a sales culture was developed. This resulted in many of the disciplines used in the Car Sales Departments being adopted in Aftersales including rapport building skills, word tracks, situational practice, visual aids and coach backs.

Results

Sales of Service Plans increased by 50% year on year. Red work identified on the VHC rose by 50% and 30% more red work was sold than in the preceding year.

The benefits of the programme were not only financial. The Management team noticed that the Service Advisors became more confident and more focused. The Features, Functions and Benefits books were used religiously; staff demonstrated more knowledge, and had more job satisfaction.