

Case Study of NIIT's Comprehensive Role-based Training for **INDIA'S LARGEST PASSENGER CAR COMPANY'S DEALER NETWORK**



THE GENESIS

To maintain the benchmark of being the best in sales and customer experience, a passenger car major, with a dominant 50% market share in the country, teamed up with us to impart a comprehensive training experience to its pan-India dealer network, transform its sales channel and reimagine its future growth.



THE NEED

While the client's business was growing at a competitive growth rate of 15% Y-o-Y, their objective was to:

1

Improve the status quo of growth rate

2

Improve the sales effectiveness of a new retail channel launched through state-of-the-art training

THE CHALLENGE



1

Dip in retention rate or frequently increasing attrition rate across dealer networks

Extensive geographical spread of the retail footprint that made training roll-outs and sales scaling difficult

2



3

A diverse portfolio that required the sales staff to be adept at a variety of skills, including technical skills, soft skills and sales skills

Learning about the competition and creating a unique value proposition based on it

4



5

Improve performance across entry, mid and top levels

THE APPROACH

The training solutions provided by NIIT:



The client's need was for a customised training program that was focused, integrated the best-in-class proven practices, and provided effective solutions to the challenges faced by them.



SO WHAT DID WE DO?

To help the client achieve their vision of sales transformation, we created customised and approach-based training programs that enabled their sales network to be highly competitive and future-ready. The training was facilitated in multiple formats including online, offline, and blended modes and regular assessments were undertaken to enable accessible and engaged learning.

Special emphasis was laid on:



Training was offered through our proven proprietary methodologies of Six Sigma & CMA.

The Strategy



Training was imparted through a role-play method to help the teams gain insights into customer handling



Online assessment were undertaken to help scale the transformation program across the country

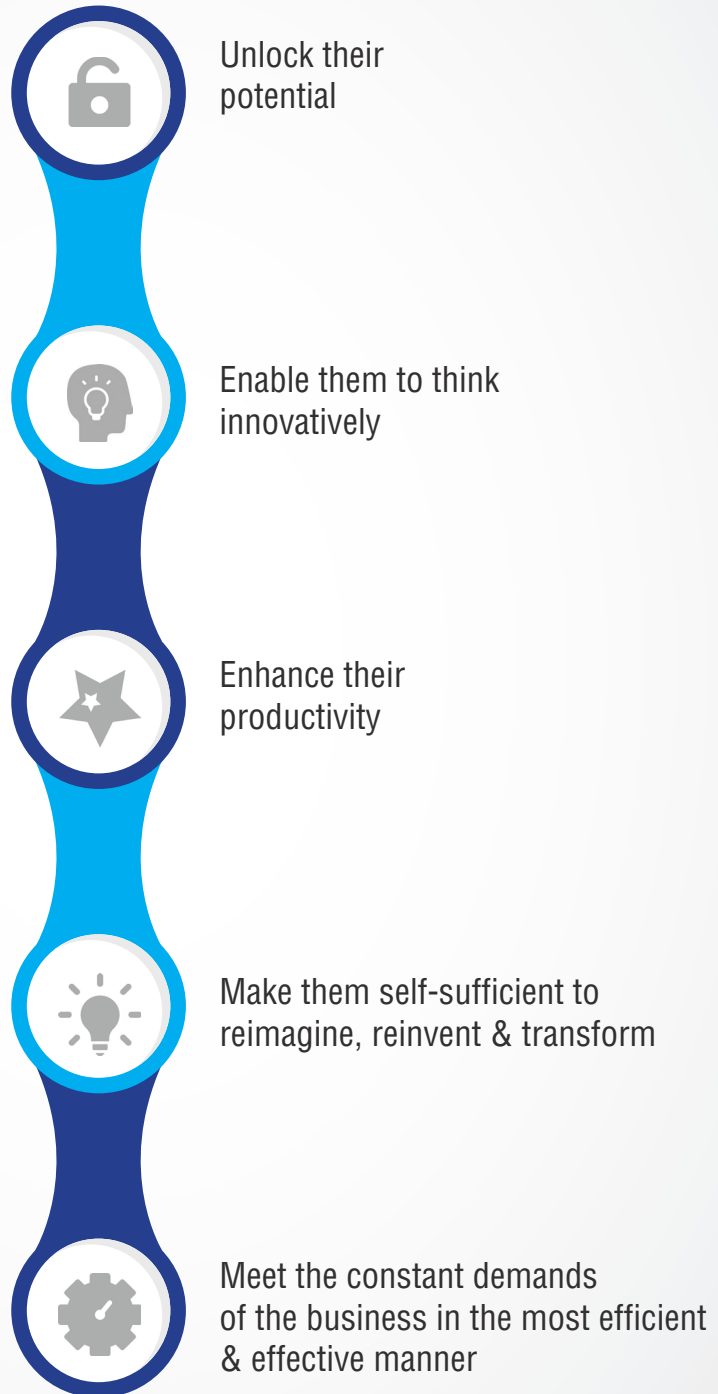


Our national physical infrastructure was leveraged to deliver instructor-led trainings across all centres



Our proven proprietary methodologies of Six Sigma and CMA were built upon to help the client optimize their organisational effectiveness, ensure business alignment and scaled up profitability

A mix of cognitive tools and training methods were applied to further empower the teams to:



THE IMPACT

The new channel contributes to 10% of the sales for the auto manufacturer steadily growing to about 15% by 2020. Our focus has been on driving into a future of even better performance and growth. The impact so far has been encapsulated below.

1

30,000 professionals went through an online assessment

2

Over 500 professionals were trained across the new sales channel

3

The training was deployed across 30 cities and over 150 retail outlets

4

Team were empowered with skills and tools required for enhanced productivity and improved customer experience

5

A comparison of pre and post-assessment performance showed a significant increase in the sales skills and effectiveness of the participants

6

The teams learned about their competitors and were able to create unique value propositions

7

The scope of professional growth heralded by our learning program led to a rise in enthusiasm among teams and consequently, decreased the attrition rate significantly

8

The training increased sales productivity and received all-round positive feedback from the sales teams as well as the CXOs of the company



To know more about our training programs and how they can help increase
your sales performance, please write to us at Shailesh.Sapale@niit.com
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