



CASE STUDY

Coaching & Training Programs in the Automotive Sector

In the course of a competitive tender process, a well-known commercial vehicle manufacturer aimed to achieve fixed sales growth in Europe within a five-year period. Our innovative solutions were chosen to reach this goal. Together, we developed a coaching program to ensure the sustainable growth of the company and to highlight LCV sales (Light Commercial Vehicle). We were commissioned to implement the program for the German market.

Initial Situation

The core objectives of the program were:

- > **Improved performance:** Stronger sales, development of additional sales potential, and of additional potential in the extended value-added chain
- > **Professionalization:** Optimized market cultivation and customer data management using targeted coaching as the most important adjustment lever
- > **Restructuring:** Creating clearer management responsibility and optimization of sales control processes
- > **Infrastructure & presence:** Improving the perception of LCV in car dealerships and vis-à-vis the customer as an appreciable focus and a distinct business division

Our Contribution

The company invested primarily in the areas of vehicle presentation, marketing activities and sales team development. The **DEKRA Coaching Program**, supported process-related topics aimed at sales success in particular. Sustainable coaching over the five-year project period ensured the program's successful implementation as well as individual professionalization. Three DEKRA coaches worked with the vehicle manufacturer's employees on the implementation of the program for more than 1000 days. Coaching targeted individual dealerships and included topic-specific sessions to support improved performance.

Project Results

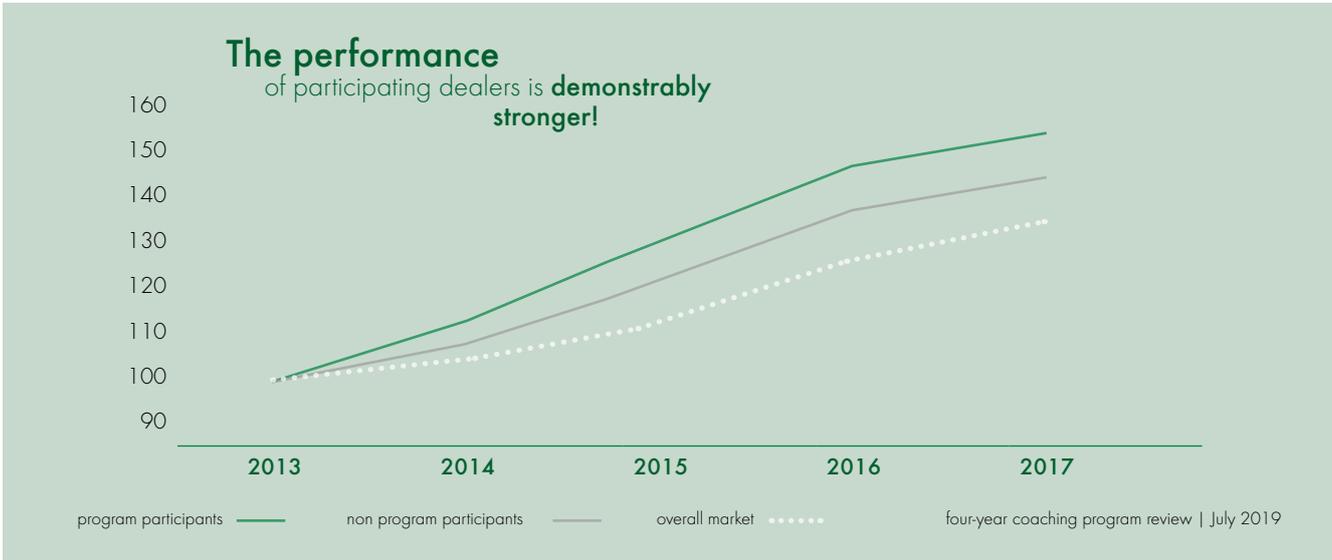
- > Demonstrably improved sales growth compared to the previous year.
- > More professional customer data management via significantly improved customer data quality.
- > Positive effects on the professionalism of market cultivation.
- > Improvement in how LCV are perceived within dealerships and among customers through an appreciable focus on LCV sales and sharpened visibility of this business division.
- > Demonstrable improvements in the quality of workshop and customer service.

Dealer feedback:

“Very good in terms of both scope and quality.”

“A good, workable approach and advice.”

“Great concept. Collaborative approach. Expert support. First-rate!”



DEKRA Business Consulting

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. Our approach meets the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future. Our vision empowers our partners to transform, adapt and thrive.

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