

TGM Newsletter



01/09

Re-structuring Sales Activities during Financial Recession

During these times of difficult financial recession it is becoming extremely important to change the approach to new car sales. This concern was discussed even earlier during our sales trainings and other educational events for your sales managers and sales consultants. Now this becomes the most crucial daily issue for dealerships.

The following points are of great importance:

- You are not saving costs by reducing your investment on your sales staff
- You do not need to retain the services of under-performing sales consultants
- You should promote and highly motivate your best performing sales consultants
- You can help your sales staff do their job better by coaching and training them

You are not saving costs by reducing your investment on your sales staff

During the time when sales are decreasing and the currency rate is changing drastically, the owner of every dealer or/dealer principal investigates where to find available money to further finance regular business operations. One of the first “normal” reactions is to reduce the number of staff. However, experience shows that it costs much more time and money to employ and train new sales consultants and service advisors than it would to retain those you already have.

The biggest danger in such situations is to reduce a company below a level where you have the experience and strength to recover again as the market situation will improve. Therefore, you need to be careful and think about what will happen after the existing situation will pass.

This is a good time to “re-invent” the attitudes of your staff, their knowledge and skills, and to think about their future inside the company and the future role they will play. It is dangerous to delegate this job to others and owners and directors must take a leading role. Remember, that your sales consultants are normally paid quite a low fixed salary and receiving the larger part of their income only if the company products are sold. This provides you with a “degree of freedom” if you have doubts about reducing personnel or not.

You are not a charitable organisation...

This is also the time when your sales staff will be de-motivated and demonstrate a poor attitude and reduced knowledge and skill. Of course, the best sales consultant is the one who thinks and lives for the customer, understands and likes your products, knows your competitors and has a manageable character.

You can therefore apply the following criteria to enhance the performance of your sales consultants:

- Increase the level of customer satisfaction (you can do it yourself, do not think it is wasting time – ask the customers!).
- Increase the level of product knowledge and how they speak about the product about it. Parallel, you can understand what other internet based information they use, which magazines they read, do they really like and support the product?
- Increase the level of knowledge about competitors and the products and services they offer. Ask yourself how you can be better. Make time free to visit them.
- Can you or your management team really manage your staff, are they team members, and if not how can you make them feel valuable team members?

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Best people need to be motivated even in difficult times...

You can say the best motivation is to leave a person in their present position and pay the existing salary, and you are right. However, while it is difficult to pay more to the best staff, you should think back to the old saying "we are paying them most of their income only if they earn money for us". Besides, there are many other better non-monetary ways of motivating your staff.

Why continued training and coaching is necessary?

Two types of trainings are of great value to maximise sales:

- Management Training for sales managers
- Process & Communication Training for sales consultants.

TGM Abel & Berger International Ukraine is committed to supporting you in providing the highest level of such trainings specifically in the automotive business. We have the best experience in Ukraine for maximising our customers sales by means of training, coaching and consultancy.

Remember!

Your customers do not know the hundreds of people that were involved in designing and building your products and it doesn't matter. But they do remember the sales consultant who walked with them around the facility at the time they negotiated the sale, and if they don't remember that person favourably, then they will certainly buy their product somewhere else in the future.

Additional Information

TGM Abel & Berger International Ukraine sales training programmes are available to all organisations and should you require any further information you are invited to contact our regional director Andrey Petrenko apetrenko@tgm.kiev.ua.

In the meantime we will be holding our 4th Customer Get-together at Hotel Rus, in Kiev, beginning at 15:00 on Friday 27th February 2009. More information about this event will be forwarded in our February Newsletter. Further information can also be found at our website <http://www.tgm.kiev.ua>

Yours Sincerely

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