

STANDARDS + C.S.I. + TRAINING

The Relationship between 3 Key Functions

Today the three most important automotive elements in Dealer Network Development are



We should therefore ask ourselves, what is it about these key elements that is so important for the automotive importer / distribution company to further develop their dealer networks. For this reason we should understand the value of Dealer Standards, the Customer Satisfaction Index, Training and the way in which these three key attributes are related to each other.

STANDARDS – Are a given “QUALITY” which dealers should deliver to every customer.

C.S.I. – Represents the “CUSTOMER” perspective of the Quality delivered by the dealer.

TRAINING – The “SOLUTION” we need and we must learn to understand and implement.

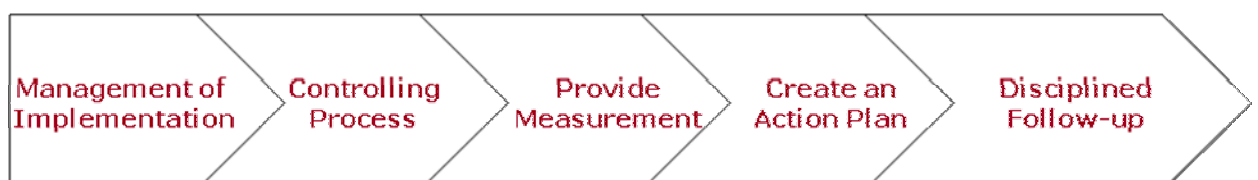
The logical target should be to analyse and understand the information received from your Dealer Standards “Audits” together with your Customer Satisfaction Index (CSI) “Results” and to use this valuable information to determine your Training “Needs” and requirements. Your key objective should be to use the feedback from both your dealer standards Auditors and from your Customers to ensure your training programs are adjusted and delivered to support those basic “Quality” requirements.

During the difficult financial crisis while the automotive retail business has concentrated heavily on “Survival”, the expectations of our customers and the services they now expect us to deliver have also greatly increased. It is now even more essential to ensure that all dealer personnel are better able to serve the owners of your “Brand” by providing the highest quality of services.

Let us analyse these three key elements, mainly, Standards, C.S.I. and Training:

Dealer Standards

The very first step must be to determine your dealer standards. But then only to implement them is not enough because if you can't measure standards you are not able to improve them. You need a Controlling Process, normally the responsibility of your field staff and auditors. Measurements should be made in the form of an “Audit”. Depending on the performance of the dealer and his compliance with each brand standard you need to create an Action Plan which must be followed by a disciplined Follow-up to ensure all weaknesses are eliminated. The process of Measurement is an ongoing process and dealers should be audited every year.



Customer Satisfaction Index (C.S.I.)

It is the Customers who drive your vehicle brand who will ultimately judge the “Quality” of the dealership and the services which they receive. It is important to remember how the expectations of the customer will determine not only satisfaction, but the level of customer “Trust” in the dealer and the brand.

The way which customers perceive the quality of the brand and the services offered will also determine the customers future purchase decision and the likelihood of the customer purchasing a new vehicle of the same brand.

The Customer’s relationship with the Brand and the Dealership is important and will be greatly affected by the quality of the services offered. The Customer must be able to “Trust” the dealership otherwise there will never be Loyalty to the Brand. It is this Loyalty which will create Customer Retention.



The Customer Satisfaction Index (C.S.I.) results provide you with the customer’s assessment not only about the product, but the dealership and the quality of the services being offered. How you analyse and use this information will determine your success in the future.

Dealer Training

Business Training, especially in Sales, Service, and Parts & Accessories is an essential element and you need to ensure that all customer interfacing dealer personnel are not only highly trained but you continue to re-train them. The Dealership also has 3 key elements, Facility, Process and People, all three must be related to each other and revolve around the customer. It is not enough just to invest large amounts of money in new facilities, the processes need to work and the people need to be trained.

The information received from the Dealer Standard Audits and the Customer Satisfaction Index (C.S.I.) Results should now be used to intensely focus your investments in training directly towards the needs and requirements of your customers.



How Can TGM Help You?

Our Key Objective is to create the future for companies and people. TGM Abel & Berger International Ukraine strives to support their automotive partners with each phase of development, combining together Facility, Process and People, to create a successful and profitable future with the implementation of professional automotive Training, Coaching.

TGM has more than 27 years working experience and exchange of knowledge with many Automotive Manufacturers, Importers and Dealerships in Management, Sales, Service, Parts

and Accessories in more than 48 countries around the world. We have a large team of automotive trainers and consultants whose services we offer to you.

TGM Abel & Berger International Ukraine can make the following specialised Automotive Trainings readily available to you:

Sales	Service	Parts & Accessories
<ul style="list-style-type: none"> • Sales Product Training • Sales Process Training • Sales Prospecting • Professional Sales Consultancy • Advanced Sales Skills • Used Car Selling 	<ul style="list-style-type: none"> • Service Advisor Process Training • Service Marketing • Workshop Organisation and Profitability Training • Direct Reception Process Training • Direct Reception Behaviour and Communication Training • Warranty Training 	<ul style="list-style-type: none"> • Basic P & A Organisation • Parts Stock Management • P & A Marketing • Selling Accessories
Dealer Management	Customer Care	Importer / Distributor
<ul style="list-style-type: none"> • Franchise Management • Dealership Profitability • Sales Manager Training • Service Manager Training • P & A Manager Training 	<ul style="list-style-type: none"> • Customer Care Training • Advanced Customer Satisfaction • Quality Service Training 	<ul style="list-style-type: none"> • Dealer Network Development • Quality Dealer Network • Managing the CSI Programme • Field Staff Training
<p>We are able to develop and deliver trainings according to the wishes of our customers, in addition, we are willing to adapt for use in Ukraine and other CIS countries and deliver training concepts provided by manufacturers, which we treat with confidentiality.</p>		

We represent automotive competence and strive to support our automotive partners with each phase of development. We combine together facility, process and people to create a successful and profitable future with the implementation of professional training, coaching and automotive business consultancy.

TGM Abel & Berger International Ukraine training programmes are available to all automotive importers and distribution companies as well as dealerships and should you require any further information you are invited to contact Anna Grinets anna.grinets@tgm.kiev.ua at our office in Kiev. Further information about our training and consultancy activities can also be found at <http://www.tgm.kiev.ua>

Yours Sincerely,



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