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Training of personnel is the key factor of success in the automotive business

At the beginning of the new training year the director of “TGM Abel & Berger International Ukraine”, Master-Trainer and Consultant in automotive business, Andrey Petrenko has told our readers about features of training of personnel in the Ukrainian automotive business.

At the present time many official distributors and importers of well-known brands in Ukraine begin to see in their database the same customers, which purchased cars in their dealer network 3-4 years ago. Only a car changed. What does it mean? Everything is very clear – they were able to retain their customers. From the point of business development it means the creation of some database of customers, who maintain your business.

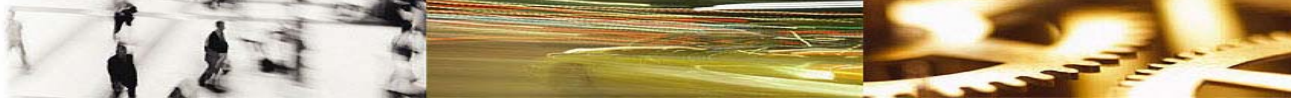
These very customers recommend your cars and services to their relatives and friends, colleagues and acquaintances. On the other hand, it means minimization of marketing costs in the future, or, in other words, you are required to spend more money for marketing budgets to involve new customers, than to prove the old ones that your goods and services are worth trying it again.

What is the basis of customer retention? From our point of view, as well as the opinion of all the biggest worldwide known brands, this is foremost well-trained personnel. This is people (providing correct “build-up” walling and signboards, as well as described business processes) who can add value to a not very reliable car and brand, and on the other hand, the same people can reduce to nothing all advantages of reliable cars and well-known brands.

What are the key moments in work with personnel of the enterprises in automotive business? I'd like to divide the answer to this question into zones of responsibility of distributor and dealer. Distributor usually settles dealer standards, including some standards of working with personnel, gives dealer recommendations of recruiting, organizes the process of education of dealers, regularly runs Customer Satisfaction Index (CSI) service and Mystery Shopping Programs and updates to the process of training according to their results.

The Dealer corresponds to the standards which were agreed by distributor (manufacturer), conducts the selection of personnel, take part in compulsory distributor trainings and provides trainings on his own.

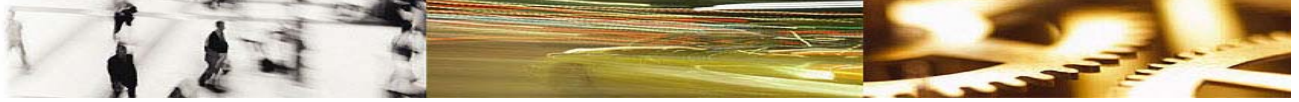
From the point of effective training of dealer network personnel, we can allocate the following types of trainings:



No	Types of Training	Target Group
1	New Dealer Training, Brand knowledge	All the employees of a new dealer facility
2	Technical Training	Mechanics, Electricians, Diagnosticians, Technical Advisors, Service Advisors
3	Product Training	Sales Consultants (Service Advisors)
4	Basic Trainings	Sales Consultants, Service Advisors, Parts & Accessories staff
5	Improvement of Communication Skills and/or Sales Skills Trainings	Sales Consultants, Service Advisors, Parts & Accessories Staff
6	Customer Care Training	Everybody, who works with customers
7	Management Trainings	Heads of Sales Departments Heads of Service Departments Heads of Parts and Accessories Departments Heads of Finance Departments
8	General Business Trainings New Dealer Development Training	This depends on the type of training (or management, or all the employees)

From the point of getting the maximal efficiency the following question emerges: How should we to carry out trainings? Do we do this by ourselves, or with the professional help of an automotive training partner? We recommend you to deliver Technical trainings with the help of internal technical trainers. Concerning non-technical trainings, internal trainers can be often useful. However, often the experience of internal trainers is confined to the knowledge of the processes only inside their present company and some seniority, that doesn't allow to discuss the important issues effectively on the trainings, while an external trainer specializing in automotive business can share his knowledge, which he possesses as a result of his huge operational experience with different participants on the market.

According to the aforesaid, I would like to mention that the main aim of the company «TGM Abel & Berger International Ukraine» is a professional support of automotive distributors and dealers. At present our company is specialized in trainings in the field of selling new cars, aftersales, parts and accessories, management of dealer network, customer care, general business-trainings. One more direction of our activity is consultation services in development of dealer network, implication of Customer Satisfaction Index (CSI) in the automotive business, analysis of the results of dealer CSI, the introduction of a customer care program, analysis of the problems and practical recommendations of their solving, improvement of effectiveness of selling cars, the system of the Direct Reception System to service, planning and controlling.



We are ready for working out and conducting the trainings according to the needs, wishes and preferences of our customers. We also assist to introduce training concepts, given by manufacturers and do it by taking into consideration the entire confidentiality of the given information.

Our operational experience with leading operators in the Ukrainian and Russian automotive market shows, that the time of unsystematic training of staff “from time to time” or “there is a budget – there is no budget” has gone the time. The exact systemic approach to the following process allows to reach loyalty of present customers and to attract new customers, leading to the result of increased market share, income, profit and profitability of business and this is what we are pleased to see on the examples of our respected partners.

Evgeniya Rasschpkina, «Toyota Ukraine»:

“In the period of dynamic development of the Toyota dealer network in Ukraine we pay special attention to teaching and training of dealer staff, their understanding of brand conception and correct behavior within the framework of different business-processes at the dealership. Cooperation with «TGM Abel & Berger International Ukraine» allows us to quickly implement the process of permanent training in our dealer network on a serious professional level”.

Vladislav Belbas, «Hyundai Motors Ukraine»:

“One of the main elements of reaching the customers satisfaction is when they are purchasing the new car, having its service and warranty maintenance, and also brand Hyundai in general is training our personnel. At present continuous trainings has increased the level of proficiency of specialists of our official dealer network to the standards of our company. The Trainers of «TGM Abel & Berger International Ukraine», being the specialists in the automotive business, apply their huge experience for carrying the most effective trainings for the personnel of our dealerships”.

Taras Pikhota, «KIA Motors Ukraine»

„At this moment, when the new car sales market continues to increase and gain unprecedented heights in Ukraine. Unfortunately, the automotive sales has still lagged from European standards. The most significant factor in automotive sales, like in any other, is professionalism of personnel. Both the technical staff and personnel, who directly interface with customers. Trainings provided «TGM Abel & Berger International Ukraine» is exactly aimed at the implementation of high-quality standards of service management and customer communication skills to work with a clients. The normal process of increasing the service level is to teach how to do it the right way: give the knowledge and theory, help to implement in practice and regularly control the level of service, verifying dealers and interrogating customers. Cooperation with the training company «TGM Abel & Berger International Ukraine» allows to adapt and fulfill the knowledge, which aim at service management, ability to work with customers, development business of parts and accessories and adoption of new technology of marketing, analysis of the development and control the Service Center at a European level“.