



CASE STUDY

Fleet Sales Program

Manufacturers and distributors cannot afford to overlook fleet sales potential, especially with a view to future trends and developments in the automotive industry. To maximize this business stream, manufacturers need a consistent strategy, a well-crafted catalogue of services and coordination within the network. Distributors require dedicated teams with the know-how, methods and systems to fully exploit fleet sales potential.

Initial Situation

A preeminent automotive brand had a vision for its UK fleet sales market: to establish itself at the forefront of the automobile business nationwide, leading the way in customer experience by 2020 and ultimately becoming the country's most innovative mobility provider. To make this vision a reality, the company intended to target local businesses and Small and Medium Enterprises (SMEs) for its business partner network with a focus on incremental sales. For support, it looked to DEKRA as an experienced, knowledgeable partner whose innovative, tailored approach had yielded excellent results in the past — including an exceptional Return on Investment (ROI).

Our Contribution

The **fleet sales** coaching program started in 2011 and evolved year by year through 2019. Its main components are real time coaching and reporting, a combination of interventions and insights that create, maintain and support effective **business development** team within the fleet business partner network. As a part of the solution DEKRA supplied a bespoke prospecting tool, the Prospect Manager, to identify potential customers in the sales process.

DEKRA experts delivered coaching and training interventions in various formats — one-on-one sessions, remote coaching, digital training and workshops — with topics tailored to the client's specific needs. Customized versions of DEKRA's specially designed **digital innovations, I-Coach and DEKRA Performance Manager**, were deployed both to ensure targeted training that keeps participants engaged and motivated as well as to facilitate continuous performance monitoring and improvement through real time tracking.



Project Results

In addition to securing an enviable ROI, the program has brought the client closer to realizing its initial vision. Some data points that highlight this success are listed below:

- > With the development of digital brochures, **85%** of customers spent more than intended and **35%** said they were more likely to purchase.
- > **98%** of retailers were very positive about the program and its impact.
- > Coaching has generated **7,000** additional sales through conversion of more appointments to the showroom.
- > **1.5 million** have signed up for app linking sales and service.

The program's flexibility allowed it to evolve and adapt in line with market trends, introducing new topics as appropriate:

- > 2011-2013: establishing fleet sales funnel
- > 2014-2015: optimizing fleet sales funnel
- > 2016-2017: digitalizing the fleet customer journey
- > 2018: increasing loyalty through Customer Relationship Management (CRM)
- > 2019: evolving leadership within community

Each year the company enjoys an improved ROI as every element of the programme delivers a sustainable, long lasting change to process, behaviour and ultimately improved sales.

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.

Would you like more information?

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