Re-envisioning Dealership Training by Enhancing the Trainer Certification Program

Challenge

A major automotive brand with over 100 trainers that delivers more than 25,000 training sessions per year covering over 4,000 dealerships sought to improve the efficiency and effectiveness of its trainers to help dealers with onboarding new hires and selling more vehicles.

Solution

After analyzing current trainer performance, GP Strategies® revised the training program to focus on the following:

Upskill the Trainers
• More facilitative
• Incorporate activities/role-plays
• Listen more than talk

Add Performance Coaching Role
• More direct feedback to trainers

Increase % of time on direct training
• Realignment of territories
• Focus on larger dealers

Beyond the Train-the-Trainer certification effort, GP Strategies implemented a rigorous measurement plan to encourage trainers to adopt new behaviors. Framed by a Measurement Map™ that identified leading and lagging indicators, the plan included a trainer dashboard and a business impact analysis.

Business Impact

The business impact study analyzed 11,000 sales consultants over three years. It revealed the following:

• On average, each Sales Consultant sold 2.4 more incremental vehicles during the 4 months following their first training session, equating to 25,000 vehicles for the brand over the study timeframe.

• Training rollout efficiency increased. After the certification program was implemented, 80%, rather than the previous 58%, of newly hired sales consultants would be trained within the first 3 months.

• The quicker access to training coupled with the business impact increased new hire retention by 12 percentage points in the first 6 months.

> " I feel as if I am working less, talking less, touching the vehicle less, and getting better results.
>
> -Training and Development Specialist

RESULTS

2.4 more vehicles sold per consultant

Increased audience reach from **58% to 80%** within **first three months**

Improved 6-month retention by **12%**

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