

TRAINING DRIVES SUCCESS FOR ALL



NEW MEASUREMENT STRATEGY PROVES THAT TRAINING WORKS AT ALL EXPERIENCE LEVELS

SITUATION

Training educates sales people on new products and processes and unifies the vision and message of a sales force. Automotive manufacturers rely on training for dealership employees to communicate sales techniques across a diverse sales force. Training on new product releases are particularly important, since new models keep the OEM relevant and desirable to consumers. One automotive OEM needed to create and analyze training for the launch of a new model.

THE GOAL

Design and measure training for new product launch.

SOLUTION

In-dealership training focused on key areas to improve the launch of the new model, including features to highlight and how to create a better customer experience. Training aimed to increase sales, improve customer satisfaction and drive retention of sales consultants. To be Fair*, the training was available to all sales consultants, but this complicated efforts to measure the impact. Our data science team developed a methodology that created a control group of non-attendees whose behavior before training was very similar.

RESULTS

Using the strategy of creating a control group after the intervention allowed the company to identify the behavioral changes following the training. Trained sales consultants sold more vehicles directly after the training and sustained the increased sales even months later. Perhaps surprisingly, the difference was greatest for the longest tenured Sales Consultants.

Nearly all categories of sales consultants had higher retention. In particular, sales consultants who had less than 30 days on the job had 6 percent higher retention than the control untrained population.

IS THIS YOUR SOLUTION?

Training equips sales members with critical information like new product releases and tested sales strategies, equally educating across sales channels. Meaningful training programs efficiently and effectively drive change. Evaluating that change is challenging – a comparison between attendees and untrained sales members gives a number, but other factors like sales before training or tenure with the company could blur insight into whether it was truly training that drove change. Sophisticated analysis using tools like machine learning improves the understanding of what happened after an intervention like training.

*The design principles highlighted are just some of the behavior-based strategies Maritz Motivation has created through the application of decades of academic research to the incentive industry. Maritz Motivation takes these strategies and designs more effective programs for your business goals and your program members' wants and needs.