

Performance Improvement - PI/SC/C

● It's All About The Brand

Introduction: Improving Sales Tactics

- One of the world's leading supercar manufacturers wanted sales staff at dealerships in China, to shift their approach to sales.
- Customers saw the brand as a commodities investment rather than from a desire to buy into this brand.
- ASE Automotive Solutions helped the dealers educate customers on the emotional connection with the brand and alter its perceived value.

The Challenge: Overcoming Learned Behaviours

- Dealerships in China have been used to the brand deciding which customers to approach for sales opportunities creating a different sales dynamic.
- The customers perceived the supercar as an investment, which made the purchase process more transactional, rather than an emotional, high value sale.
- Dealers focused negotiations on price, so the manufacturer needed to educate them to associate the brand with ownership experiences, and lifestyle brands and events to help customers understand the inherent value in owning its supercar.

ASE Approach:

- **Phase One:**
A detailed analysis of the processes and sales figures of the dealerships with a specific focus on margin management, as well as conducting research among the dealers and consumers to understand their motivations in the sales cycle.
- **Phase Two:**
ASE Automotive Solutions performance improvement team piloted a coaching programme with one dealership to train its staff on emotional selling. This involved role-playing exercises to encourage the consumer to become more emotionally invested in the product.
- **Phase Three:**
The team also trained the dealers to understand how to create partnerships with lifestyle brands and events to market the supercar. It also coached the dealerships to create ownership experiences that would reinforce the value of the brand to customers.

Outcomes:

“
Emotionally
engaged
customers drive
margins
”

- Helped sales staff understand why the customer would buy this supercar brand rather than any other vehicle and the journey of discovery customers went on with the brand.
- Dealers were able to understand that if a customer bought into the brand emotionally, then it would enable the dealer to sell the supercar at higher margins.