

Performance Improvement - PI/LS/C

● Designing an Improved Dealer Demographic

Introduction: Countering Slowdown in Individual Markets

- Leading luxury automotive manufacturer wanted to optimise financial performance to drive profitability and customer loyalty
- Asked ASE to analyse sales patterns across its worldwide dealer network
- Engaged local ASE automotive experts to conduct research with dealers

The Challenge: Inconsistent Sales Performance

- The luxury automotive category is increasingly competitive with new models and new segments being launched, such as SUVs
- ASE's client identified inconsistencies across its dealer network suggesting a +/- 20% sales variance
- Unable to attribute variance to macro-economics, regional or local cultural differences
- Needed to drive greater sales consistency and educate dealers on best practice
- ASE identified 2 dealer archetypes – larger dealerships with established sales processes and independent entrepreneurial operators, who were more focused on the brand

ASE Approach: Robust Analysis Combined with Local Expertise

- **Phase One:**
Using its industry recognised KPIs ASE's collated, clarified data quality and analysed the client's composite financial data
- **Phase Two:**
ASE automotive consultants conducted local research with a select group of dealers to understand interactions with customers at every stage of their buying journeys
- **Phase Three:**
ASE delivered its strategic recommendations to the client's global senior leadership team

Outcomes:

Conducted a variety of workshops, including training sales staff on emotional selling and developing marketing strategies to reach female buyers

“
18%
Improvement
against all KPIs
Globally”

“
Increased sales
volume by
11%”

“
Increased gross
profit by
2.6%”