



... credible, creative, effective
Support for current business challenges within the motor industry

Training & Development

Case Study - Dingles Toyota Group (Norfolk & Suffolk)

The Brief

Strengthen car sales enquiry management to compensate for a reduction in “showroom traffic”, and in doing so, improve the run rate of new car orders against objective.

Business Considerations

The Dingles business, established in 1919 is today run by the founders Grandson, John Dingle. John came to the role of Managing Director through the aftersales channel, so Coachworks were, in effect, tasked with providing a “master class” of enquiry management for the business to adopt. In addition, special focus was placed on selling the value of the customer making an appointment to meet and then take a test drive.

Coachworks' Solution

A “pre-plate change” mystery shop programme to establish the quality of enquiry management in the car sales department, with individual coaching and a repeat mystery shop to establish performance improvement. Ultimately, more business would have to be won from less enquiries.

Approach

Coachworks believe that mystery shop programmes, when done well, provide a fantastic opportunity to coach individuals to attain higher levels of performance. To achieve this, “shopper” authenticity is essential, so all Coachworks mystery shops are closely controlled, and a broad range of researcher types carefully prepared with credible cover stories and appropriate contact details. When every member of the sales team had been shopped, the programme took the following format:

1. High impact launch to share with the sales team & present the coaching programme
2. Consultant conducts individual coaching sessions and commitment to change recorded
3. Every member of the team is once again shopped, results shared and coaching completed
4. Sales management are closely involved, so the Consultant is in effect “coaching the coach”

Throughout the programme, emphasis was placed upon learning simple but effective rapport building skills and an actor used to play out the four “buyer types”, as participants practiced what they had learnt. Coachworks have taken many organisations through this type of “coach-back” mystery shop programme, and we’re often told that it’s like “no other”.

Results

Dingles showed a 93% improvement on their follow-up mystery shop, and are at 190% of new car objective two months into the year.