

... CASE STUDY

Taking Regional Successes Global at a Major Automotive Brand

Challenge

A major automotive brand sought to increase the global popularity of one of its models, which was a stronghold in Latin America as the number one selling vehicle in the region. The main challenge that this brand faced was taking this automobile from a regional brand to a global one, and as a result, they needed 1,800 professionals from 14 different countries to be involved in the project. Another goal was to have the best-selling vehicles in Brazil in both the hatch and sedan versions.

Solution

The brand's internal training organisation teamed up with GP Strategies® to design a benchmark training solution which aligned the best learning strategies with the most innovative technologies in the automotive training field. This led to the creation of a unique, brand-specific event. The training programme was developed by aligning the best technologies currently available in the learning and development industry with the content and learning objectives.

Business Impact

In the months following training, sales soared, and the gap widened to 0.5 vehicles over-sold by trained consultants compared to untrained consultants. Quantitative data showed a positive increase in sales from consultants who carried out product training in relation to those who did not. Over 95 percent of the participants gave the training a perfect score, associated with the evaluation "this training will help me be more successful."



I grade it as 10! I already attended trainings and launches when I sold other brands, but by far this was the best and most structured one. Congratulations!

—Sales Consultant



RESULTS

95.4% of the students
rated the programme 5/5

ENTHUSIASM

from live trainings was
reflected in sales

As of April 2020, the brand
has the **#1 SELLING VEHICLE**
in Latin America and
4.4% market share

