

CASE STUDY

HIGH-TECH TRAINING FOR HIGH-TECH VEHICLES

Ardent



With an increasingly complex and technology-forward vehicle, a well-established automotive company recognized the need for digital training tools to support sales teams and meet the needs of a new, savvy customer.

New products bring about the need to innovate and improve training materials for sales teams. As a leading vehicle manufacturer added new options for vehicles in its lineup and prepared to bring more technologically-complex features to upcoming models, the company's L&D team knew it had the potential to elevate the brand – and provide a superior customer experience to a new, savvy customer. In a partnership with Ardent, the company aimed to create a high-tech, customer-focused sales training program to educate, further explain vehicle features and benefits, and help sales representatives inspire potential buyers.

AT A GLANCE:



INDUSTRY:

Automotive



SIZE:

750+ Independent Dealer
Networks



SOLUTION:

Sales Training



CHALLENGE:

With a new, innovative product comes a new buyer profile – buyers who are more informed about similar products and new in-vehicle technologies. The company recognized this need and aimed to transform the traditional product spec-heavy sales training into a customer-focused sales experience with technology at its core.

Many times, automotive sales training tends to include every piece of information a sales representative could need to answer consumer questions and meet sales goals. The Ardent team worked with the company's L&D team to identify the most critical touchpoints that matter most to consumers. The learning solution also needed to educate and coach sales teams about the new customer profile and provide high-tech solutions across multiple screens and applications. Essentially, Ardent and the sales team needed to not only update buyer personas but give sales representatives instantaneous access to the most critical pieces of information about new vehicles and next-generation in-vehicle technologies. This information needed to be easily accessible anytime and anywhere the sales representative might be – whether on the showroom floor, on the lot at the vehicle with a customer, or during the demo drive.

SOLUTION:

Web Responsive Product Guides

The combined teams from Ardent and the automotive manufacturer landed on a complex digital product guide to fulfill the specifications and nullify sales team pain points. The product information is available across multiple platforms – phone, tablet, and laptop – and allows sales professionals to navigate to specific product features easily. The beauty of this on-the-job tool is in the real-time analytics: the automotive L&D team collects detailed analytics to monitor frequently accessed product pages, top models, and highly accessed sales topics, which helps determine where sales teams need more support. Access to these highly detailed analytics gives the company the ability to review program usage down to the individual level, providing a level of insight not found in traditional sales team training. Company sales leaders can even study the number of visits compared to sales performance to discover where sales teams may need more information and support. The solution was a tremendous success for the company, leading to increased team confidence and information accessibility, and contributed to a remarkable boost in national sales satisfaction scores.

RESULTS:

This automotive client's J.D. Power Sales Satisfaction Index scores increased an incredible 29 points from the previous year, with the on-the-job tool contributing to this impressive increase. Incorporating this on-the-job tool into the existing sales product training workshops improved sales consultant engagement and their willingness to train.



Power up your learning with Ardent solutions.

For more information on engaging learning solutions

VISIT [ARDENTLEARNING.COM](https://www.ardentlearning.com)

Ardent

www.ardentlearning.com

© Ardent Learning Inc. All Rights Reserved. 2021