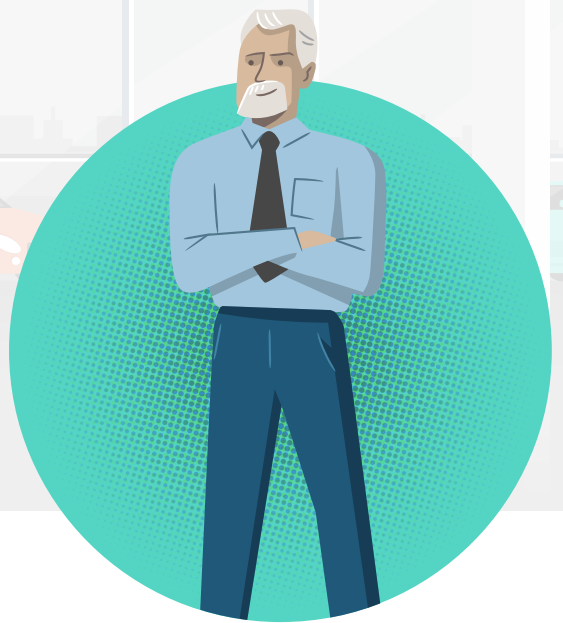
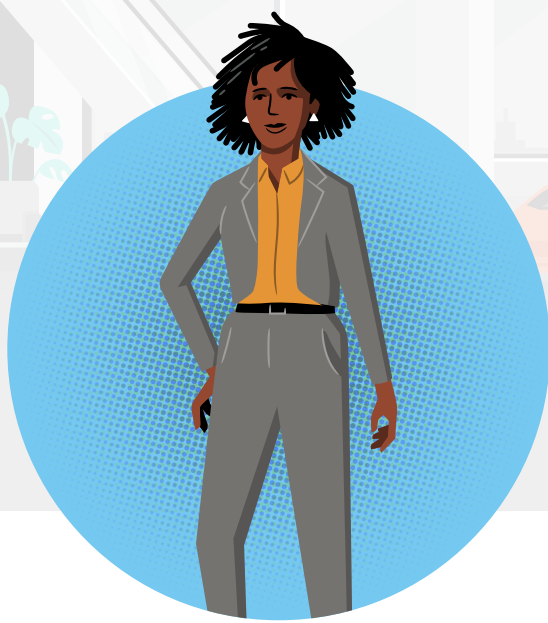


SALES TRAINING RIDE-ALONG

How Customized Training Helps Prepare Salespeople with Different Training Needs



MEET JANE AND JOE

Both are excited to learn more about selling at the local dealership.

Jane and Joe clearly have different sales training needs, but both are starting on the same day. Rather than have Jane and Joe sit through the same classes, this dealership has a program to assess their skills and identify their gaps in knowledge. The outcome from these assessments allows them to create a custom learning path based on their specific needs and prior experience.

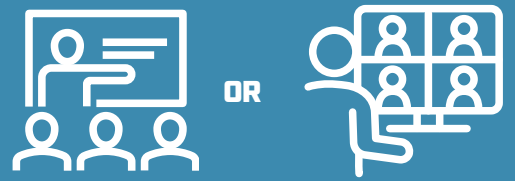
Jane is a veteran sales rep with several years under her belt at another dealership. Jane scores well on the product knowledge assessments, which fast-tracks her training and allows her to focus on processes or best practices specific to this dealership.

Joe has prior sales experience, but he's new to car sales. Joe needs more time to learn product knowledge. Microlearning helps him avoid information overload by learning one topic comprehensively and quickly.

Jane and Joe receive the information they need when they need it as their training progresses rather than receiving information they may not use immediately. Joe and Jane's learning tracks merge when it's time to practice sales skills and build sales team camaraderie.

Instructor-Led in Person at the Dealership or Virtual Training Opportunities

- ✓ Engaging curriculum that provides opportunities for role-playing
- ✓ Post classroom practice, test out new skills in actual situations at the dealership
- ✓ Receive coaching and mentoring while on the job during the first several weeks



Breakroom: Reinforce Training with Job Aids

Use digital display board to showcase:

- ✓ Sales stats
- ✓ Leaderboards
- ✓ Dealership or brand promotions
- ✓ Product updates
- ✓ Success stories
- ✓ Sales tips and tricks on mobile devices (Person is eating lunch in the breakroom and gets a reminder for upcoming sales training or best practice text)

Sales Floor: Just-in-Time Learning Resources

- ✓ Provide accessible product information on any device so that a sales representative has the information they need for any question a customer could ask
- ✓ Match customer needs with product features using a tablet or mobile device



Sales Desk: Engaging and Immersive Learning Experiences to Set Salespeople Up for Success

- ✓ Use eLearning for pre-work and upskilling
- ✓ Chat lets the team ask quick questions and collaborate together
- ✓ Gamify learning to get some competitive spirit going among the team

From the training room to your new hires' interactions with prospective or returning customers, your sales team needs to own their knowledge and deliver the right customer experience.

With a custom learning program, your newest sales team members can each get what they need and have access to job aids to reference as they ramp up on trim levels and packages. We call it just-in-time learning, and many consider it necessary to get a salesperson onboarded and selling.



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