



“It was a perfect mix of topics, people, automotive science and social gathering at the end of the day! Personally, I’ve gained so many tips and tricks that will be applied to my dealer network as well.”

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CONTACT



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Field Force Programme



TARGET GROUP

Regional Managers on the Importer level (Field Force)



PARTICIPANTS

8 - 12



DURATION

2 parts, 2 days each



DESCRIPTION

- Development programme for Regional Managers
- Focus on cooperation of Sales and After Sales

KEY GOALS

- Improve coordination and understanding of Sales and After Sales activities at the dealership
- Develop sustainable business
- Focus on Field Force mindset change
- Provide clear ideas, suggestions and set priorities for the implementation

APPROACH AND METHODOLOGY

Part 1

Sales & After Sales Coordination
– Dealership simulation game

2 days

Implementation

Homework
– Implementation at one dealership
– Experience gathering

8-16 weeks

Part 2

Convincing skills Development
– Reviewing homework
– Improving convincing skills

2 days

Implementation

Network implementation

ongoing

