



DEKRA
Lead Transformation
Program

DEKRA Lead Transformation Program

Your network's ability to generate and manage leads skillfully and effectively has a direct link to sales success. However, in order to improve their performance, car dealers must be aware of what they are striving for, how to get there and how to measure their progress.

Factors such as the speed and quality of responses to customer enquiries – both online and on the phone, the clarity of campaigns' calls to action and an integrated use of lead management KPIs to gauge performance are all crucial. Our program has been developed to help dealers identify the gaps in their lead generation and management capabilities and provide the required support needed to close those gaps.

DEKRA Advanced Blended Coaching

We provide support through an engaging, flexible and multi-faceted approach that we call **DEKRA Advanced Blended Coaching** (short: DEKRA ABC). Aimed at optimal employee development, this approach brings together both internal and external digital platforms, traditional field coaching, virtual online coaching, virtual training delivery and e-learning material as needed. By combining these elements flexibly to suit the specific needs of each client, participants are able reach their performance goals more readily and dealers experience a higher Return on Investment (ROI).

What the Program Delivers

- ▶ In-depth diagnosis of the current lead generation and management processes and team behaviors by our automotive coaching experts.
- ▶ Creation of reporting, gap analysis and action plan to develop areas of lead generation and management improvement.
- ▶ Coaching face to face, virtual coaching, virtual training and additional online marketing and lead management learning support delivered by our experienced DEKRA automotive coaches and tools.
- ▶ Ongoing performance improvement reviews.
- ▶ Continued support with regular check-ups delivered through both face-to-face and remote engagement.
- ▶ Consistent delivery expectations and standards across network.



Measured Output with **Real Results for Our Clients:**



Speed of Response improved by 4.5 %



Registrations increased by 51 % of target



Conversion rates in telephone appointments improved by over 20%



Dealer's lead management KPI increased by 13%



Program ROI of 1:60 from directly relatable increased new car sales revenue

The Program Journey and Approach

We know that you may have specific regional and corporate identities that you will need to see reflected in the program. Our Lead Transformation Program can therefore be customized and badged to your specific client requirements. Alternatively, we can choose to deploy the program with only minor adaptations and under the DEKRA banner. Our approach employs all the elements of our DEKRA ABC methodology.

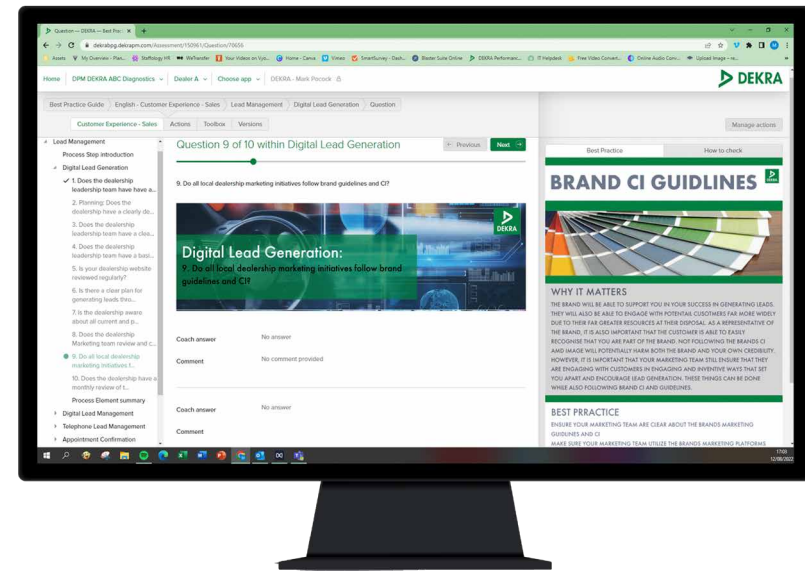


Figure 1: DEKRA Performance Manager (page 4)

Example Delivery Rollout

Each element utilizes all the available tools at the coach's disposal. These include our in-house developed IT application DEKRA Performance Manager (DPM), virtual meeting platforms, virtual lead management training and e-learning on specific and targeted marketing and lead management topics.

Although specific training pieces can be created where necessary, we have core lead management training elements on topics that sales teams often require support with, and which are ready to deploy.

This means the coach can provide one to one coaching support for the management team, while also providing access to training support to help their dealers' teams in the areas that require improvement.

Collating and Presenting the Results

Improvements only come through application and understanding; we therefore make reporting simple to follow, understand and use.

Our DPM tool is our reporting tool of choice, built to your KPI and reporting needs. However we can, and do, utilize client specific reporting tools where required.

A key benefit of our DPM tool is that it puts all the program's information in one place, with the diagnostic analysis, actions, reporting, visit activity, supporting documentation and results available and accessible to all relevant users.



What our Clients **Say**



*The overwhelming feedback from the teams and dealers is that **they are very impressed with the quality of consultancy, the initial diagnostics and the structure and support DEKRA provides.***

***Fantastic & useful training yet again!** I appreciated that we got to talk about what progress we've made since the first visit. It made me realize how far we've come since starting the program.*

***Very refreshing way of having training delivered.** The program has helped us to make changes we may not have thought about.*



Why DEKRA

DEKRA's automotive coaching experts are all skilled in delivering high levels of coaching while employing a blended approach to ensure maximum engagement. We achieve this by:

- > Understanding and working with your business.
- > Using different engagement techniques and platforms.
- > Identifying process and behavioral development needs specific to lead generation and management.
- > Identifying, and delivering clear and realistic action plans.
- > Improving identified issues through the employment of proven coaching techniques.
- > Continually measuring improvement of lead generation and lead management measures of success.

Are you interested in our DEKRA lead transformation program to generate and manage leads more skillfully? Contact our experts now.



DEKRA Mobility Advisory & Training Services

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. Our approach meets the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future. Our vision empowers our partners to transform, adapt and thrive.

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