



## High Performance Coaching

Divergent Coaching is focussed on the Retail Motor industry with the aim of:

- **Improving Dealer Revenue**
- **Increasing Dealer Profits**

Modern day customers are well informed, in some instances more than your Sales Executives. Our research shows that the average customer does at least 8 hours of online research before visiting your dealer, with at least 70% of them knowing exactly which product they are planning on buying from your dealer. Research completed does not only includes OEM websites but also online reviews and forums where people share their experiences on the various digital platforms. By the time the customer contacts your dealer he has narrowed his choices down to 1 or 2 possible vehicles he is interested in.

*The world of sales has changed drastically over the last decade. The days of customers visiting your dealer for information, collecting brochures and looking for motoring opinions have passed. Customers respond to push marketing and react negatively to pull marketing strategies. Instant gratification served hot is the order of the day.*



With the evolution of the digital world prospecting has shifted to fall on the dealer and OEM through their websites, journalist reviews, website lead generation systems, and advertising on social media platforms such as Facebook, twitter, YouTube and Instagram.



The role of your Sales Executive has changed with the world shifting to push marketing. The role of your Sales Executive has evolved from ABC selling to more of an Administrator and Customer Experience Executive. We know that Sales Executives are great at engaging with people (which was great 10 years ago) however, most tend to be less inclined to conscientiously follow process, procedure and admin- which is the current order of the day.

Understanding these real-world challenges of modern-day vehicle sales, we offer your dealer a real- world solution to support your Sales Executives and ultimately your bottom line!



Our **High Performance Coaching** programmes is aimed at **improving sales** by focusing on:

- **improved prospect retention,**
- **process & procedure, and**
- **focusing on sales environment fundamentals.**

Our programme is designed to empower your Sales Executives to provide your potential customers with the service they demand, increasing your sales and bottom line! Our coaching model is aimed at creating sustained change within your dealer through our whole brain coaching model.

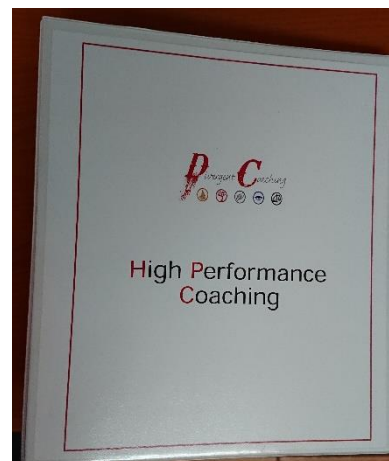


What to expect from your High Performance Coaching programme:

- Increased sales of up to **20%** over a 6-month period
- Actionable and measurable solutions to **drive revenue**
- Whole brain development for **sustained business improvement**
- **Sales tools** to help track, monitor and analyse your sales performance
- An improved retail experience leading to **increased sales**
- **Real-world solutions** to the real-world challenges of your dealer
- **Individualised Development Plans** to address unique challenges



Once you have signed up for your dealer's High Performance Coaching programme, and all the i's have been dotted and t's crossed, we will kick off with our Success Formula motivational workshop with your sales team. At the end of the workshop the programme process and requirements will be discussed and agreed to with your sales team. They will also be provided with their High Performance Coaching toolkits.



Post the introduction meeting, bi-weekly in-dealer coaching sessions will be set up with the individual Sales Executives and the Sales Manager. The individual sessions are a maximum of one hour per person to ensure minimum impact on dealer operations.

Feedback is provided to the Sales Manager after each round of coaching sessions. The Sales Manager is also provided support in addressing challenges the team may be facing.



Part of your **High Performance Coaching** programme includes the further development of your Sales Manager through our **Leadership Mastery 4 Managers** programme which is focussed on leading high performance teams. This is a standard part of the package provided.

Programme Detail:

The initial programme is a 6-month programme, consisting of:



- motivational and introduction workshop
- 12 one-on-one sessions with each Sales Executive
- 12 one-on-one session with your Sales Manager
- Sales Executive Toolkit
- Digital support as and when required
- Monthly digital progress reports

Programme costing:

Costing is dependant on the number of Sales Executives employed at the dealer. The coaching toolkit is a compulsory component of the course and is not an optional.

Dealer Attendees	Monthly Cost	Once-off Cost
1-5 Sales Executives + 1 Sales Manager	R19 850.00	R785.00p.p - Sales Toolkit
For each additional Sales Executive	R2 450.00	R785.00p.p – Sales Toolkit
Additional Sales Manager	R3 950.00	No Cost

# The above costing excludes any travel costs outside of Gauteng.

# Road travel outside of Gauteng is billed at the AA tariff at the time of travel.

