

Franchise Development Programmes

Issues

A manufacturer's influence on dealer network performance, profitability and development is often made more difficult by the network's infrastructure. This means that dealers do not maximise volume and profit opportunities, nor make big improvements in CSI ratings.

The introduction of new central initiatives can be slowed down because there is a lack of clear understanding between dealers and the field force. Dealers are too busy with their own day-to-day fire fighting to accommodate new manufacturer-driven processes or requirements. Dealers' priorities often centre on short term survival rather than developing within the franchise. Nor do dealers usually recognise that the manufacturer's representative has a need to help with their business improvement.

Our Solution

Our solution has been to develop a programme designed to demonstrate how operational best practices can be put together and prioritised so that dealers can progressively improve what they do across all departments.

The programme will show, through on-site coaching sessions, how dealers and field force members can work together to implement better and consistently delivered processes. As a result, field force members and dealership personnel combine to achieve improved sales volumes, profits and CSI ratings.

The programme helps to install, implement, monitor and improve processes across sales, service and replacement parts departments. Once installed, a consistency of performance can be effectively managed.

The Benefits

- Improved market penetration for sales and after-sales
- Increased network productivity, efficiency, quality and profit.
- Improved dealer network satisfaction
- Improved CSI scores
- More stable franchise network
- Better trained and more commercially aware field force

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