

Leasing Industry Support

Typical Issues

Without having accurate and detailed comparative information, it is often difficult for leasing companies to make important decisions relating to forward planning or marketing. This could lead to incorrect decisions being made or incorrect strategies being implemented.

The long-term effect is that there could be a shortage of enquiries generated or a lack of sales consultant activity. There could also be a marked differential in conversion ratios from national averages. There could even be a lack of communication with both purchasers and drivers, resulting in misunderstanding. Any or all of these issues will result in long-term under-performance. Profitability will therefore be reduced.

Our Solution

The programme allows leasing companies to access data on performance levels, which provides essential information on areas that relate to forward and strategic planning.

We provide detailed trending information on areas of specific interest in order for decision-makers to have a clear understanding of the markets where there is either an improvement or a decline in sales activity.

It helps in a number of areas, including; training needs, marketing effectiveness, sales consultant conversion rates, business to business and business to driver communication. The overall effect is not only to increase sales volume, but also to identify profit opportunities from additional sales.

apd group Ltd
Regus House
Windmill Hill Business Park
Swindon
SN5 6QR

Head office: +44 (0) 1793 441500
Fax: +44 (0) 1793 441401
Website: www.apd-group.com

The Benefits

- A simple and easy system to operate, which will improve activity levels, sales and profitability
- Increases sales activity in four key areas:
 - Contacts
 - Appointments
 - Meetings
 - Orders
- Identifies individual training needs and helps monitor the effectiveness of the coaching and training provided
- Identifies activity shortfalls, which will lead to increased sales when remedied
- Provides managers with a clear picture of sales activity
- Activity levels can be measured against national averages and industry benchmarks

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