



# DNDS Dealer Research Czech market





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- 4) Staff – motivation/training/skills
- 5) Additional information



## 1) Introduction

- Research on automobile and motorcycle dealers in the Czech market
- Identify challenges and skill deficiencies of automotive dealers
- The presentation shows the most important and most significant results





## Sample size – Czech market

	Automobile (ŠKODA AUTO)	Motorcycle (KTM)	Sum
Personal interviews	9	0	9
Telephone interviews	20	4	24
Sum	29	4	33





## 2) Conditions for automotive dealers

- External factors
- Competition and Costs
- Earnings situation

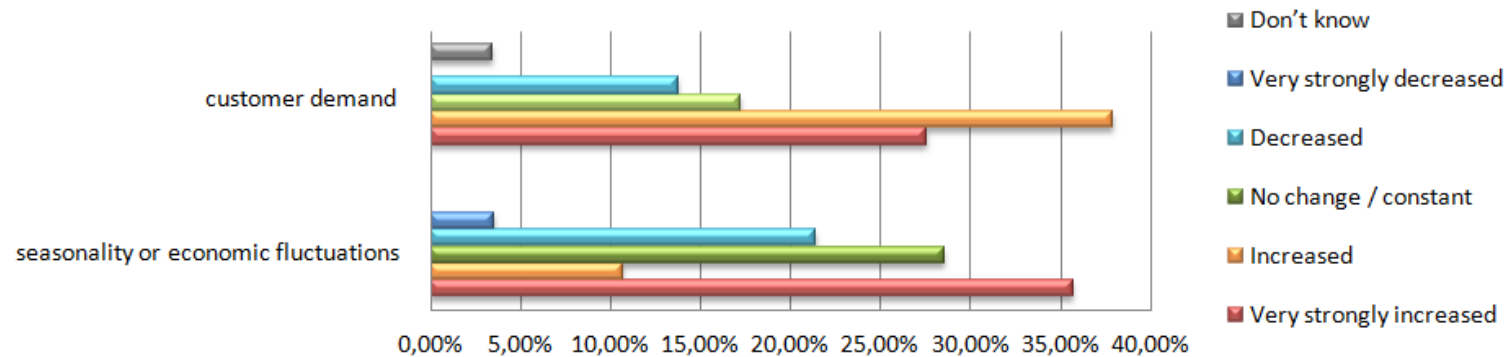




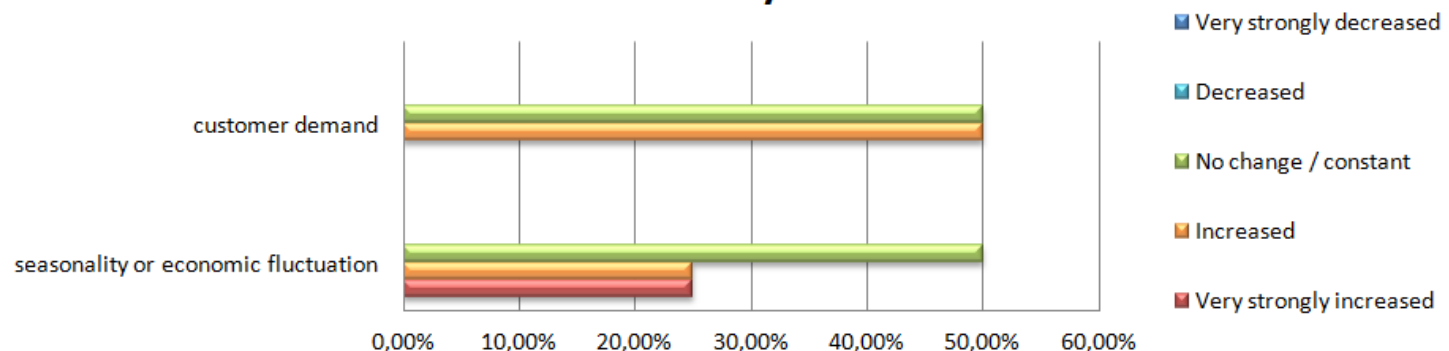
## 2) Basic condition for automotive dealer (1)

- External factors

### Automobile



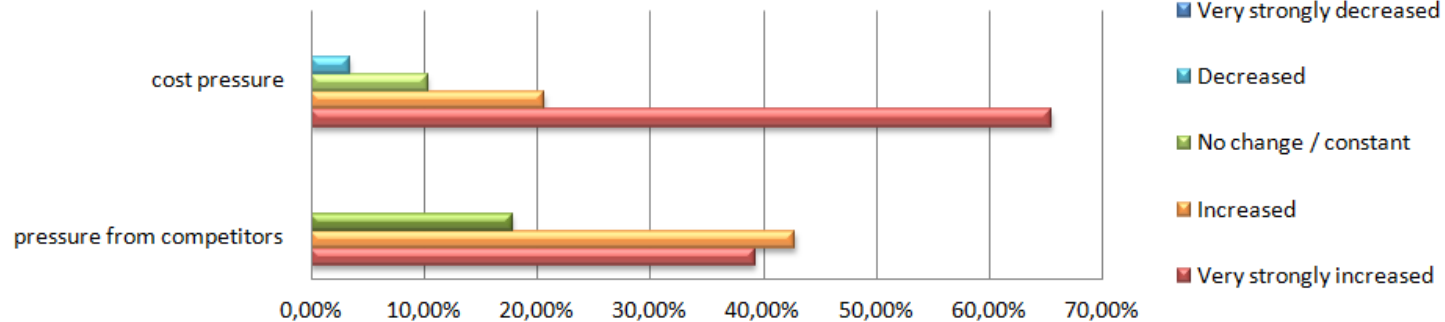
### Motorcycle



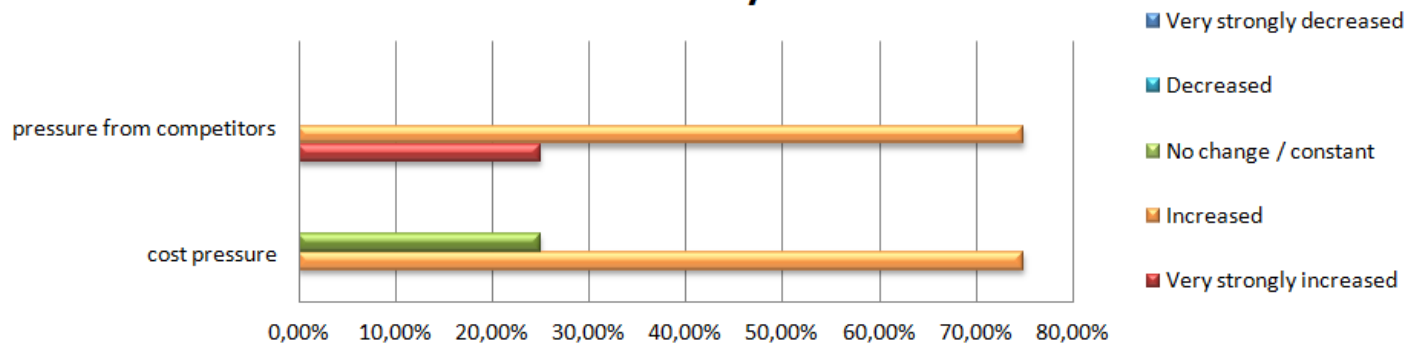


## 2) Basic condition for automotive dealer (2)

### • Competition and Costs Automobile



### Motorcycle

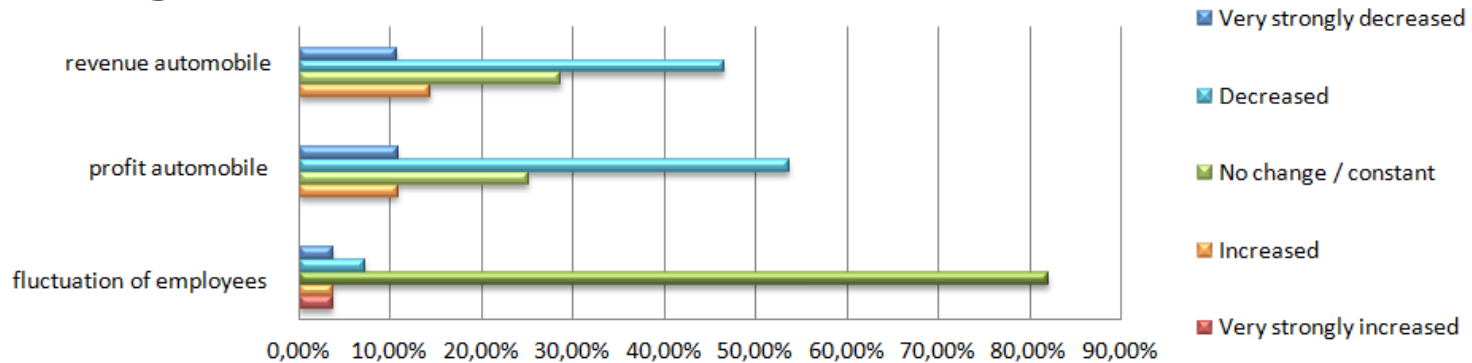




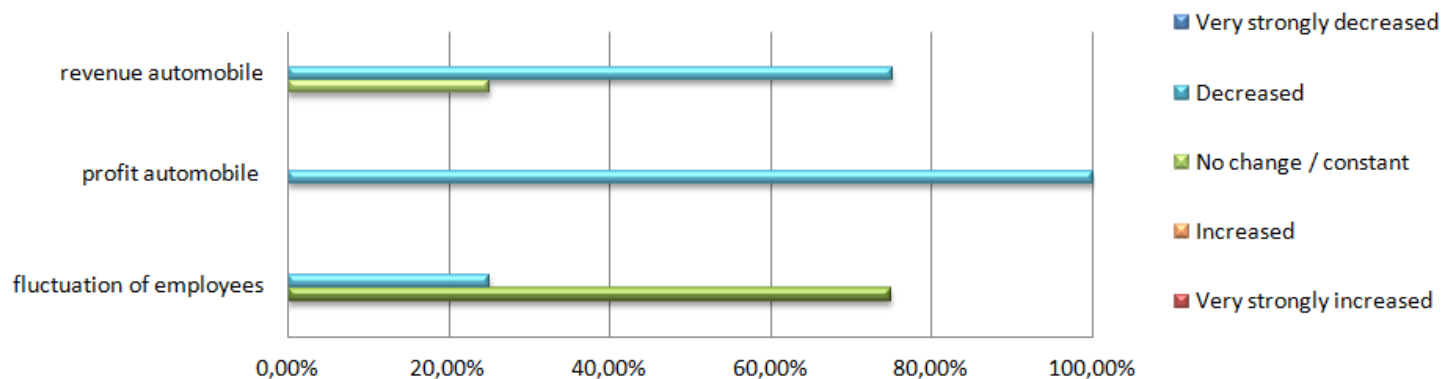
## 2) Basic condition for automotive dealer (3)

### • Earnings situation

#### Automobile



#### Motorcycle







### 3) Expectations of automotive dealers

- Models
- Services
- Expansion

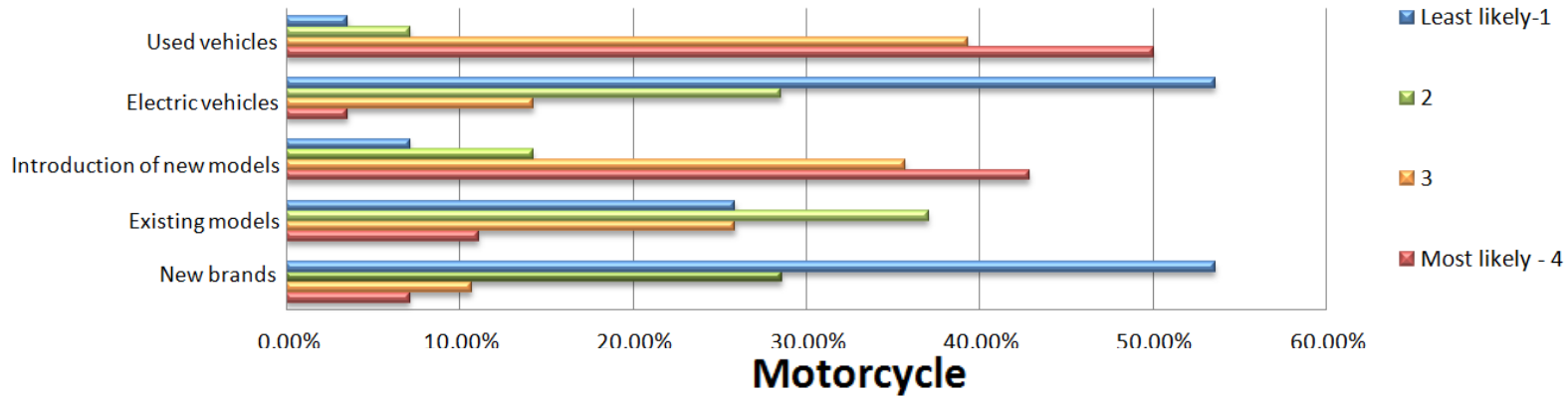




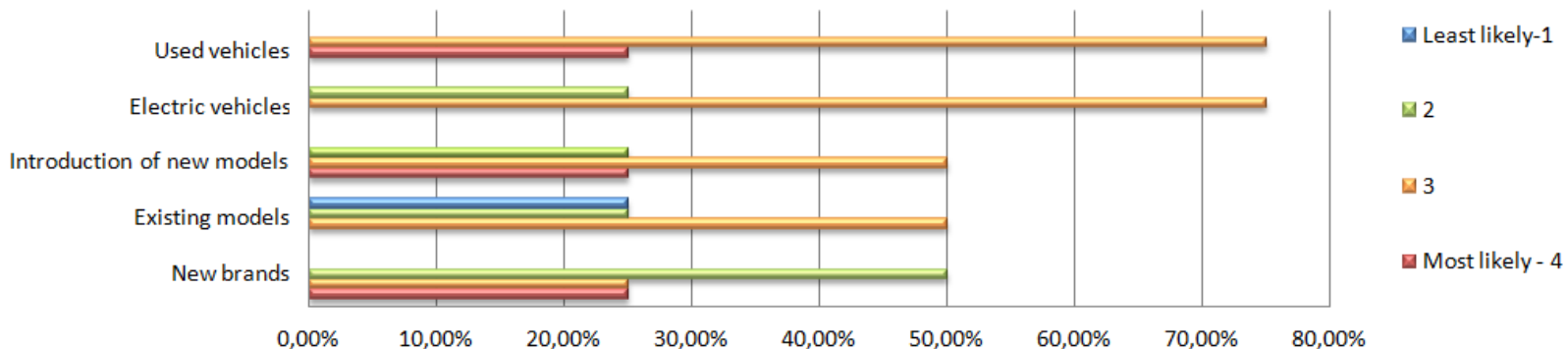
### 3) Expectations of automotive dealers (1)

- Models**

#### Automobile



#### Motorcycle

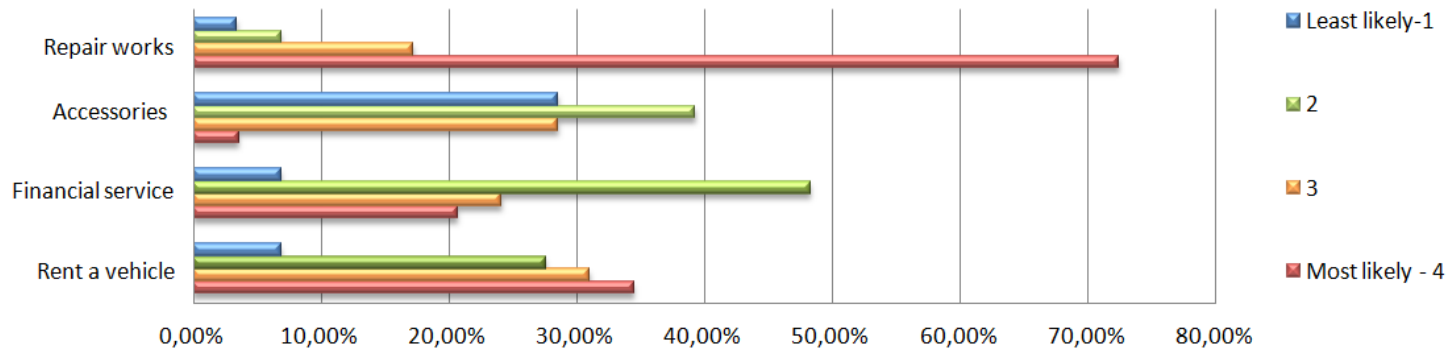




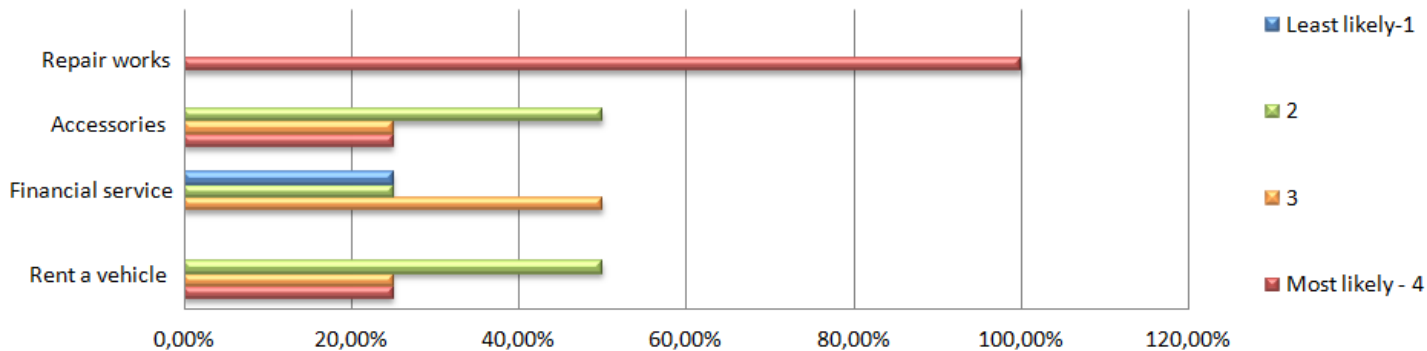
### 3) Expectations of automotive dealers (2)

- Services

#### Automobile



#### Motorcycle





### 3) Expectations of automotive dealers (4)

- **Expansion**

#### Plan to expand business automobile



e.g.:

- new sales hall
- cultural and social action





## 4) Personell – motivation/training/skills

- Training
- Training/Motivation
- Motivation policy
- Additional

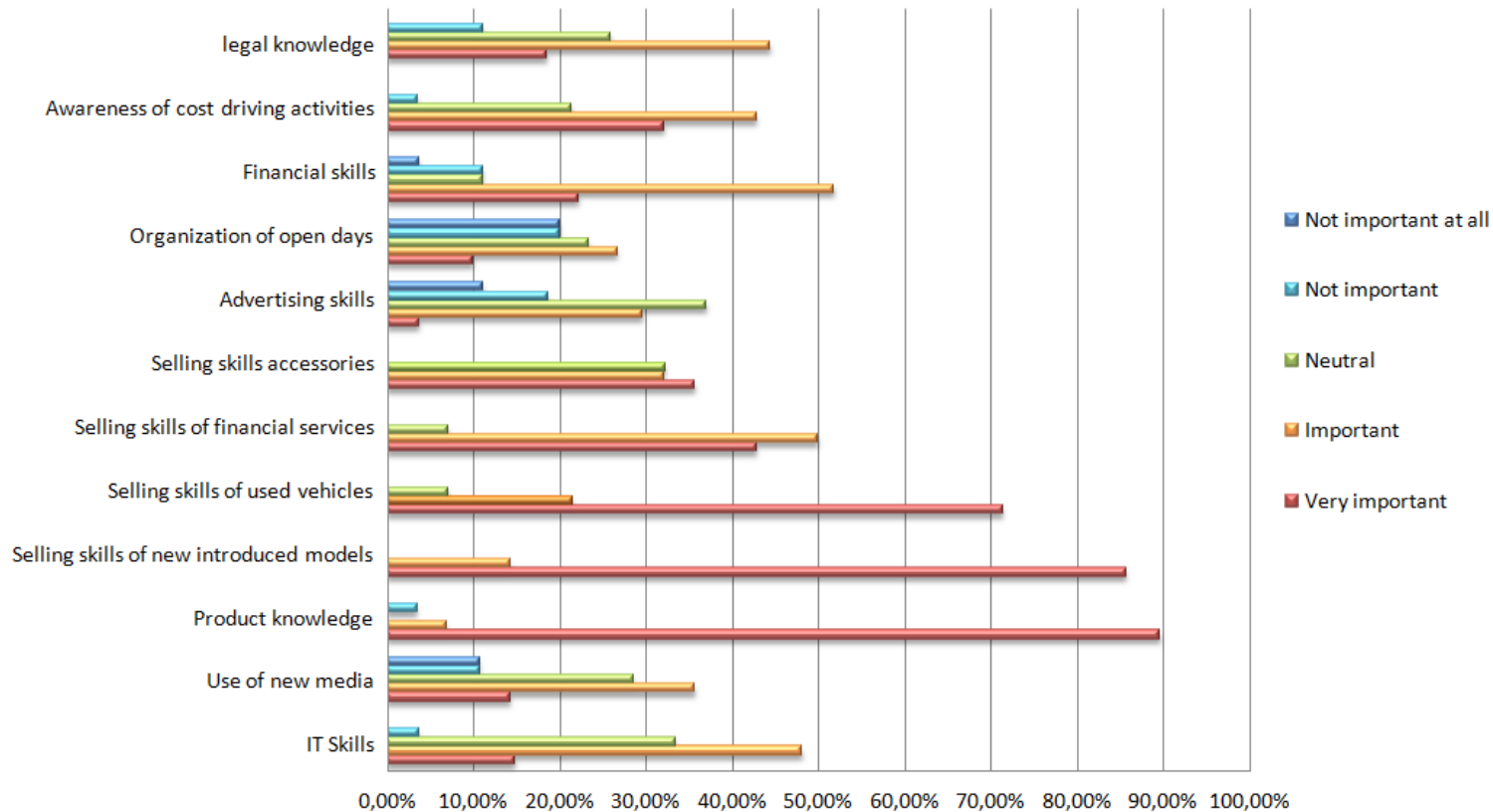




## 4) Personell – motivation/training/skills

### • Training (1)

#### Automobile

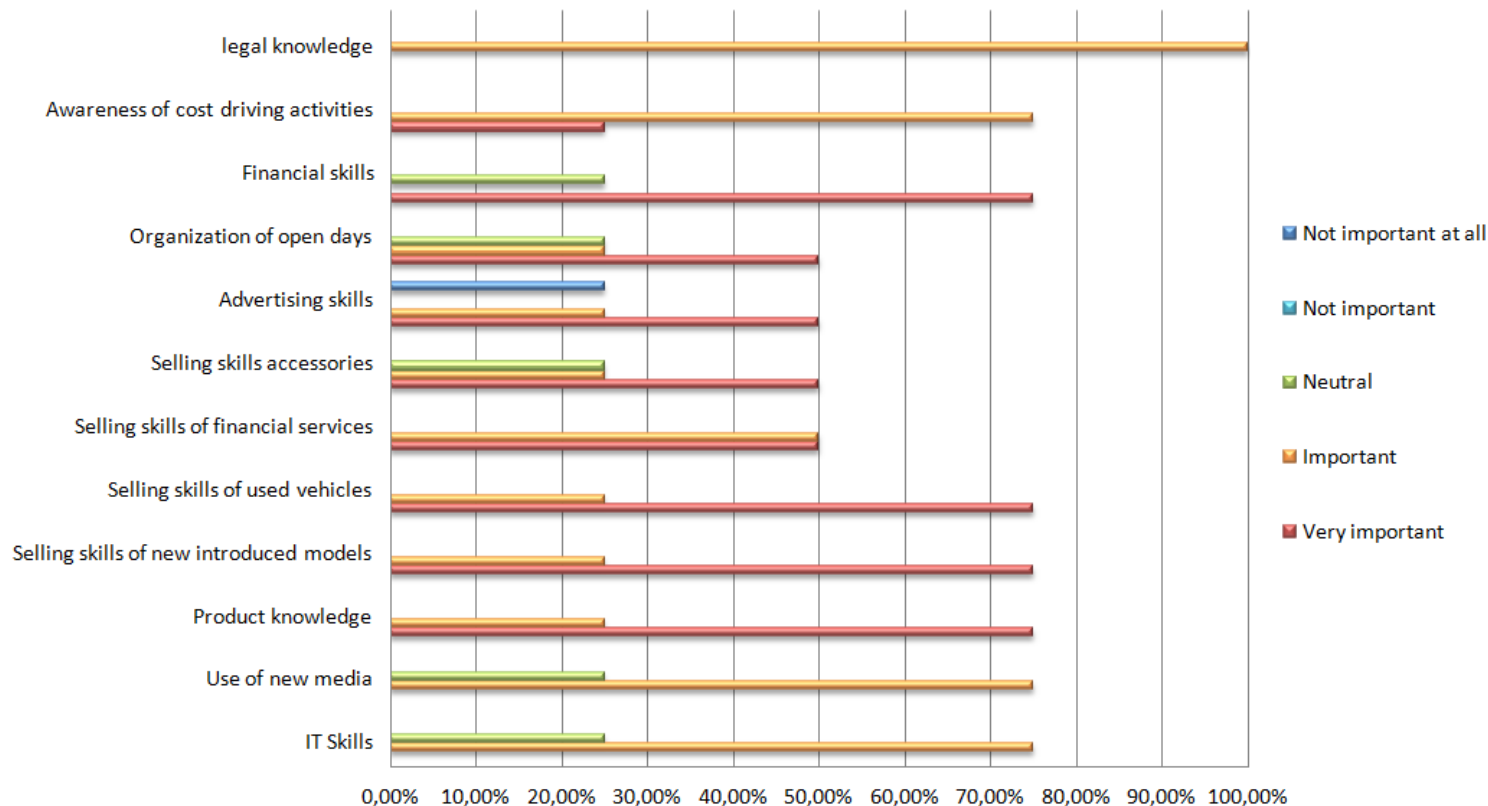




## 4) Personell – motivation/training/skills

### • Training (2)

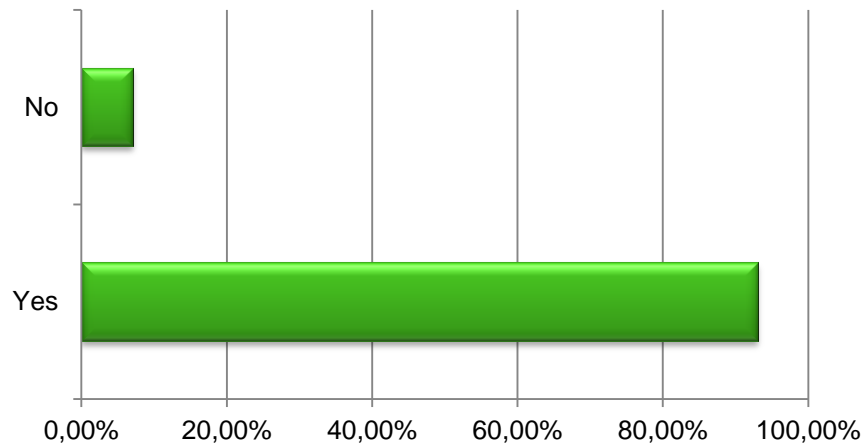
#### Motorcycle





## 4) Personell – motivation/training/skills

- **Training (3)**
- Are there any sales personnel who are clearly more effective than others?



### Exceptional skills:

- active approach
- flexibility
- professionalism and empathy
- knowledge of product including technical solution
- communication skills
- talent

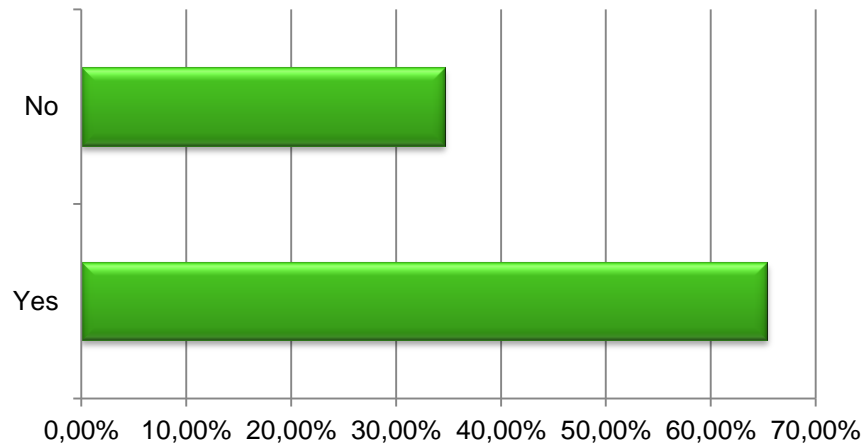






## 4) Personell – motivation/training/skills

- **Training (4)**
- Do you think that any defficiency in personnel can be remedied by training and remotivation?

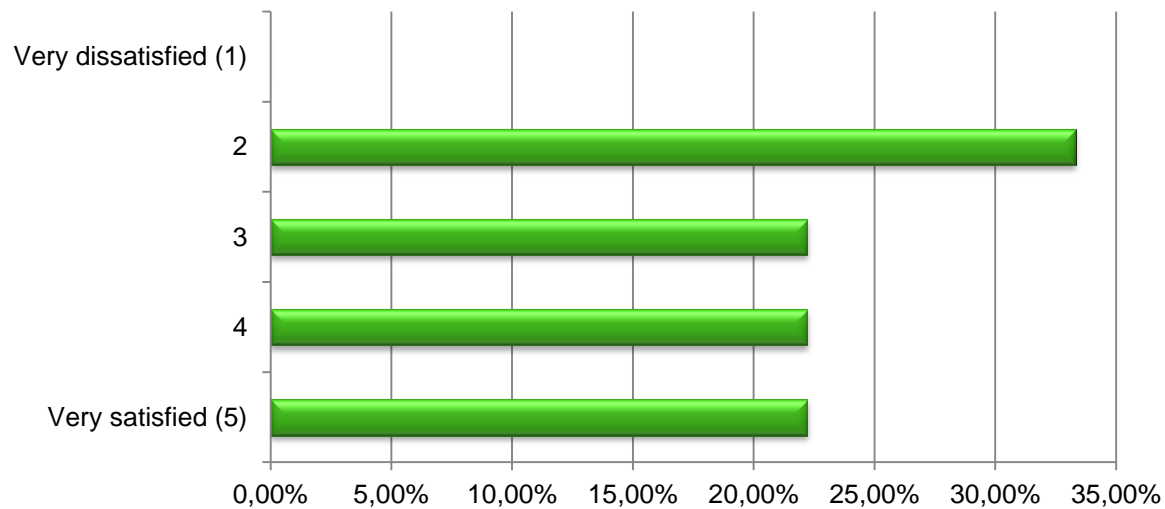




## 4) Personell – motivation/training/skills

- **Motivation policy**
- How satisfied are you with your motivation policy?

### Automobile

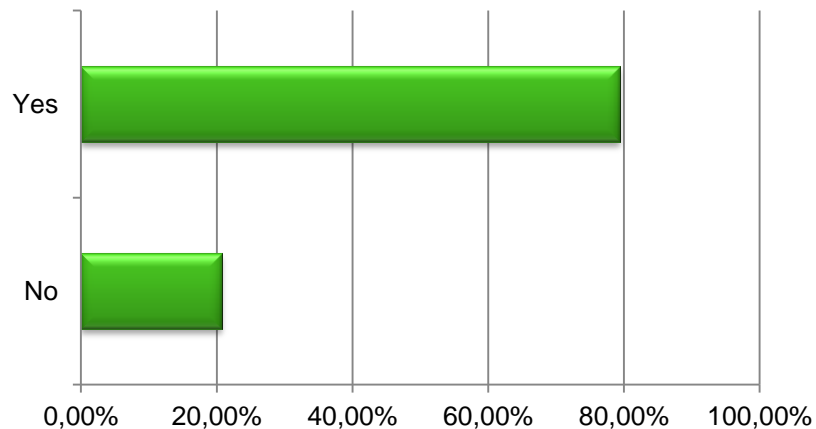




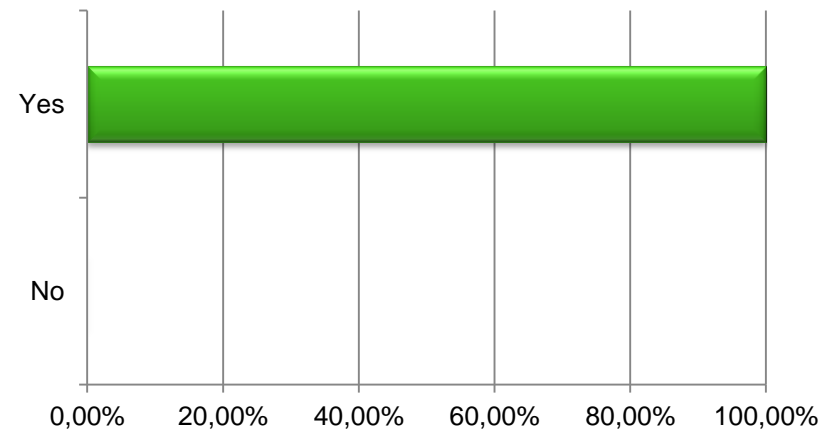
## 4) Personell – motivation/training/skills

- **Additional**
- Background education

### Automobile



### Motorcycle



e.g. background education: communications skills, psychology of sales, foundations of IT, general knowledge of product and technical knowledge

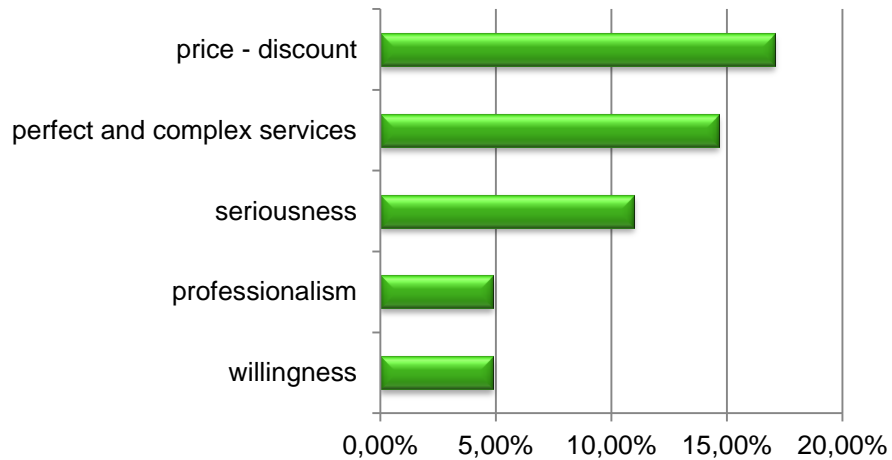




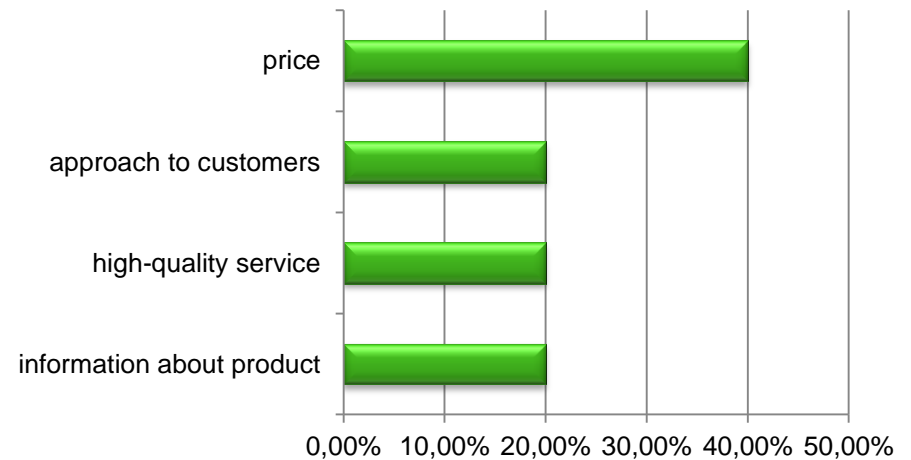
## 5) Additional Information

- What are the three most important things to become a successful automotive dealer (5 most mentioned)?

### Automobile



### Motorcycle

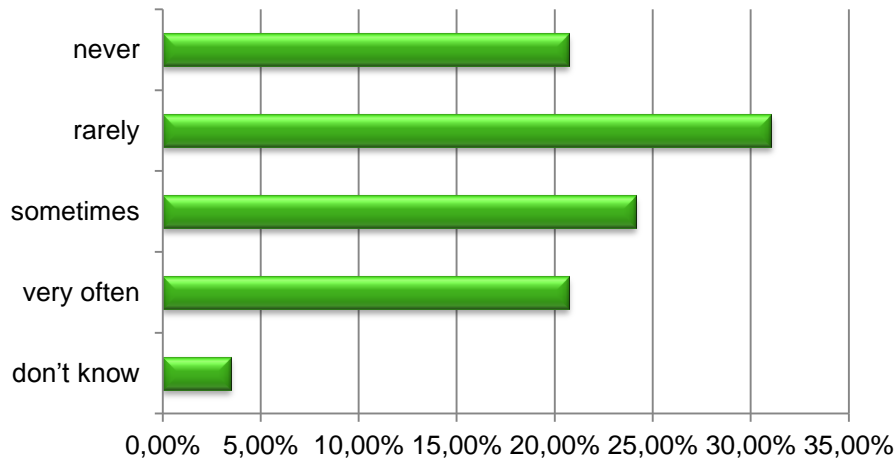




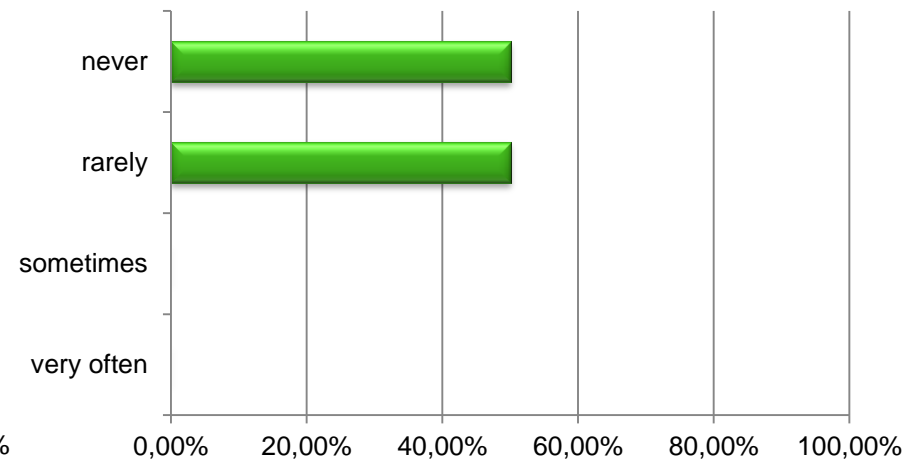
## 5) Additional Information(2)

- Do you or your employees have difficulties in using the IT-software products supplied by the manufacturers?

### Automobile



### Motorcycle



Reason for problems: failures of system DMS

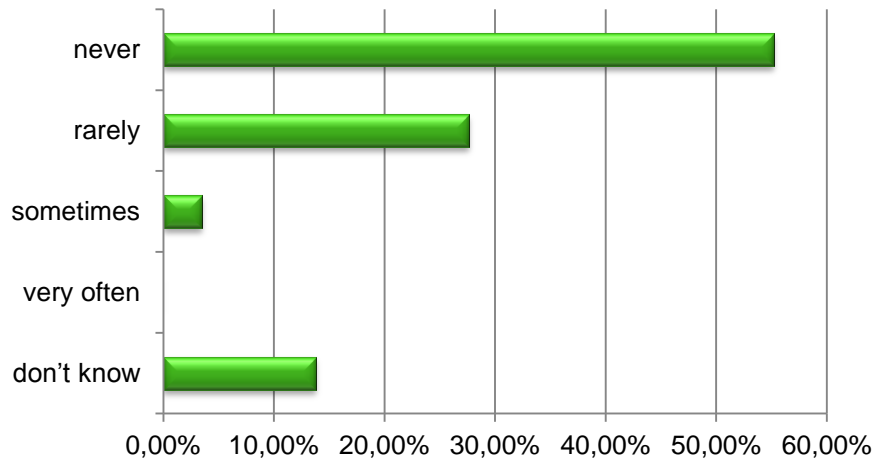




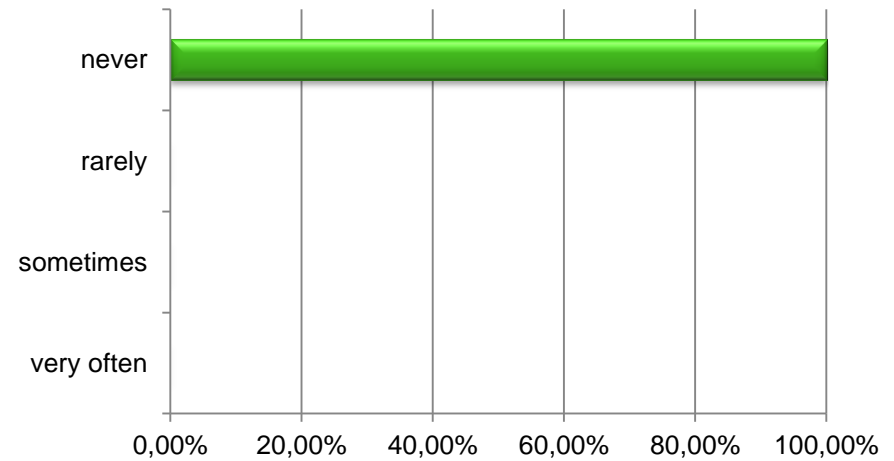
## 5) Additional Information(3)

- Do you or your employees have difficulties in using purchased IT-software (MS Office)?

### Automobile

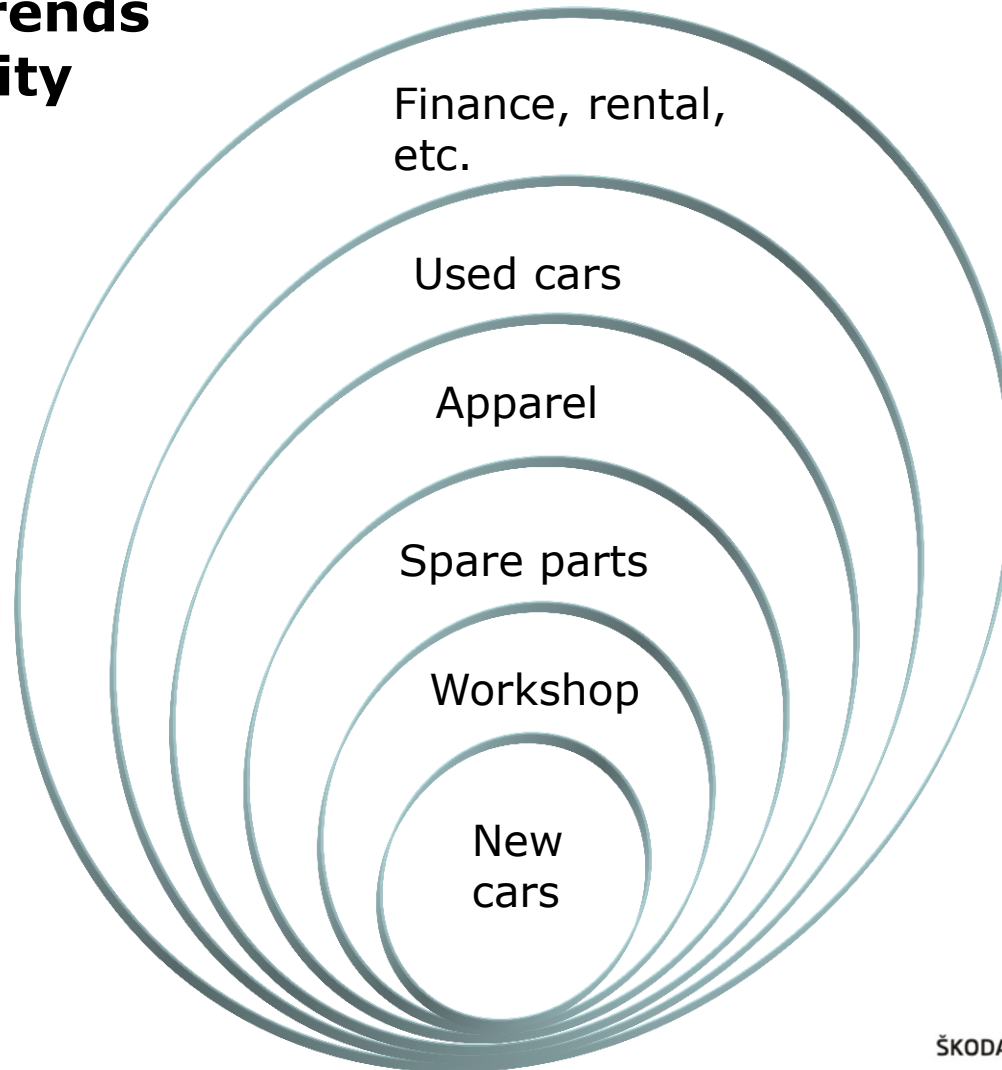


### Motorcycle





## Market Trends Profitability





# Value Chain Moving Away



CAR OWNERSHIP

CAR SHARING

RIDE SHARING

P2P CAR RENTAL





SIMPLY CLEVER

ŠKODA



Thank you.