



DNDS

Developing New Distribution Skills



Report Dealer Analysis German speaking market (GER, A)

Authors: Handlbauer, Raab, Saraf, Weilharter
Supervisor: Stadlmann



Table of contents

Project Meeting , Gdansk 02.03.2012

Introduction

Basic condition for automotive dealers

Success factors

Expectations of automotive dealers

Personnel – motivation/training/skills

Summary

Research German speaking market





1) Introduction

Research on automobile and motorcycle dealers in the German speaking market comprising Germany and Austria

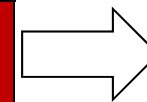
Identify challenges and skill deficiencies of automotive dealers

The presentation shows the most important and most significant results

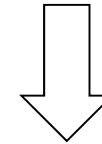


Sample size

	Automobile	Motorcycle	Sum
Germany	54	21	75
Austria	15	13	28
Sum	69	34	103



13 personal interviews



90 telephone interviews



2) Basic condition for automotive dealers

Q10. How did your business environment change in the last years?

External factors

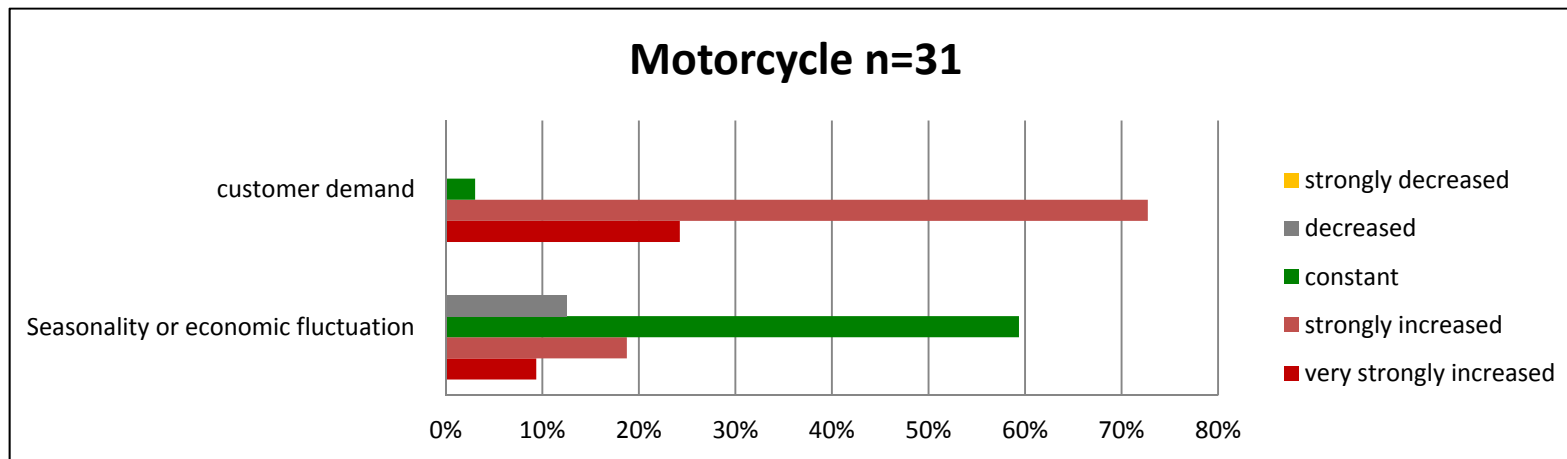
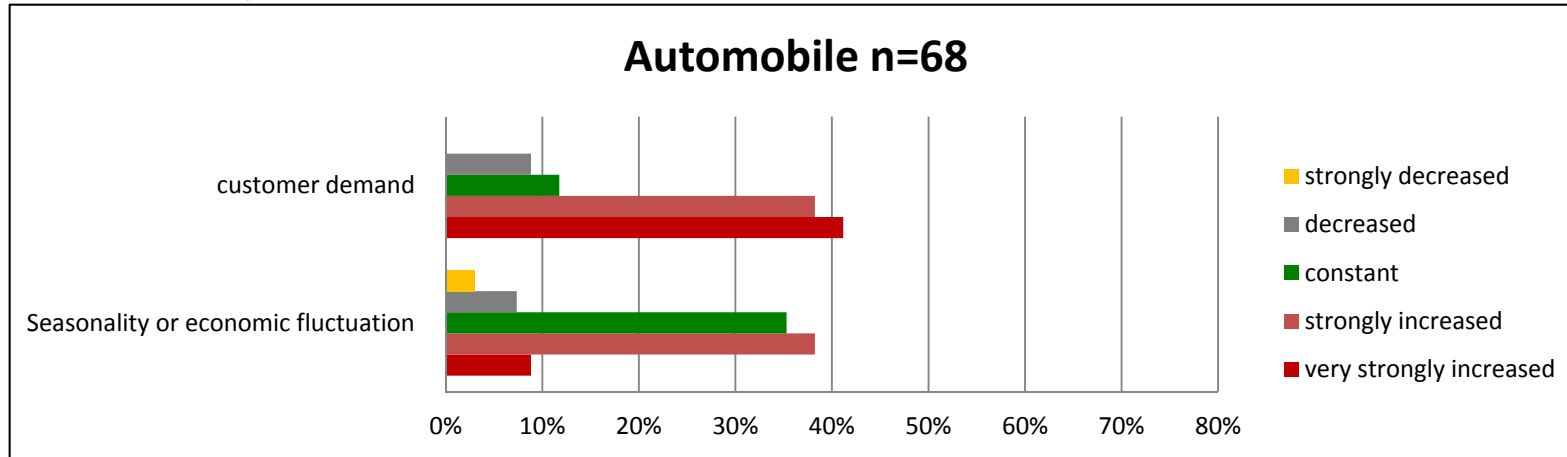
Competition and Costs

Earnings situation



2) Basic condition for automotive dealers

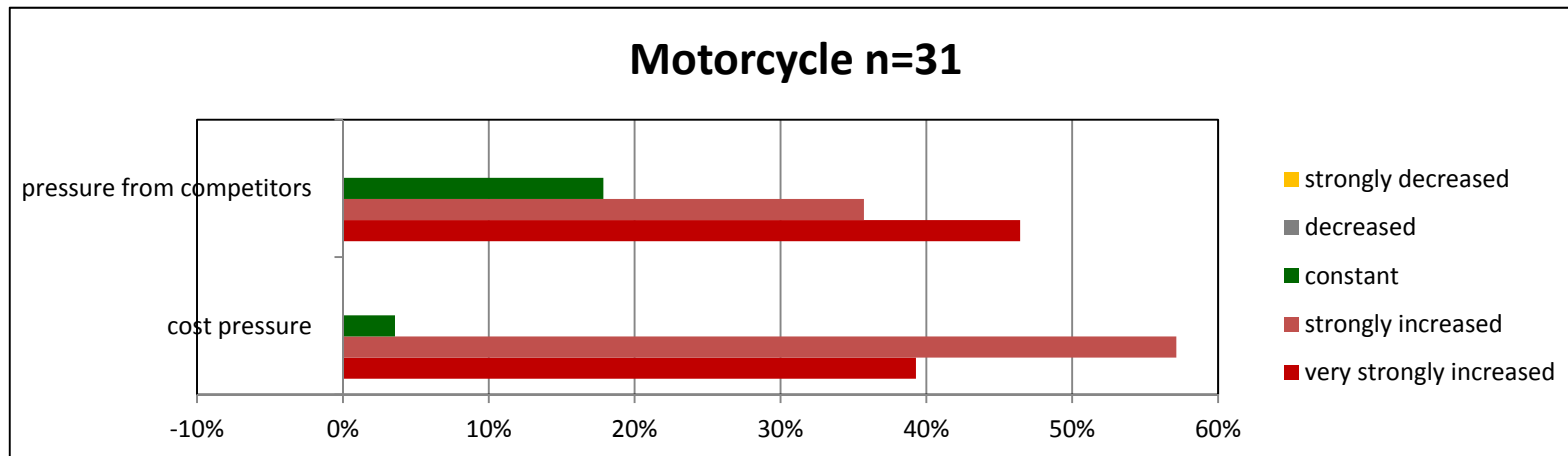
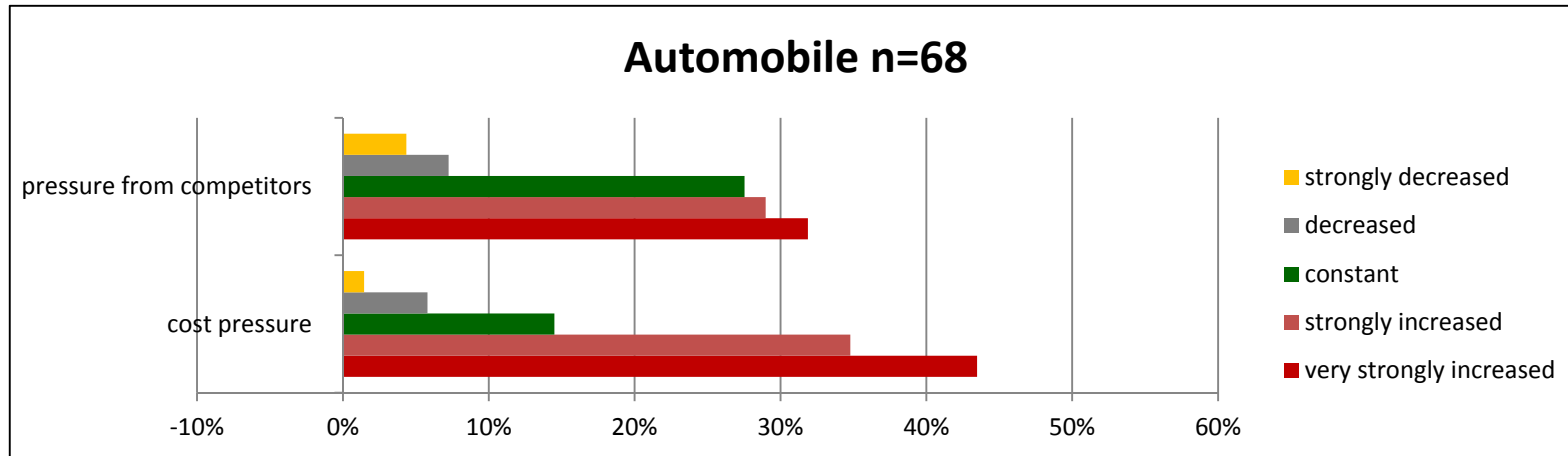
External factors: Q10. How did your business environment change in the last years?





2) Basic condition for automotive dealers

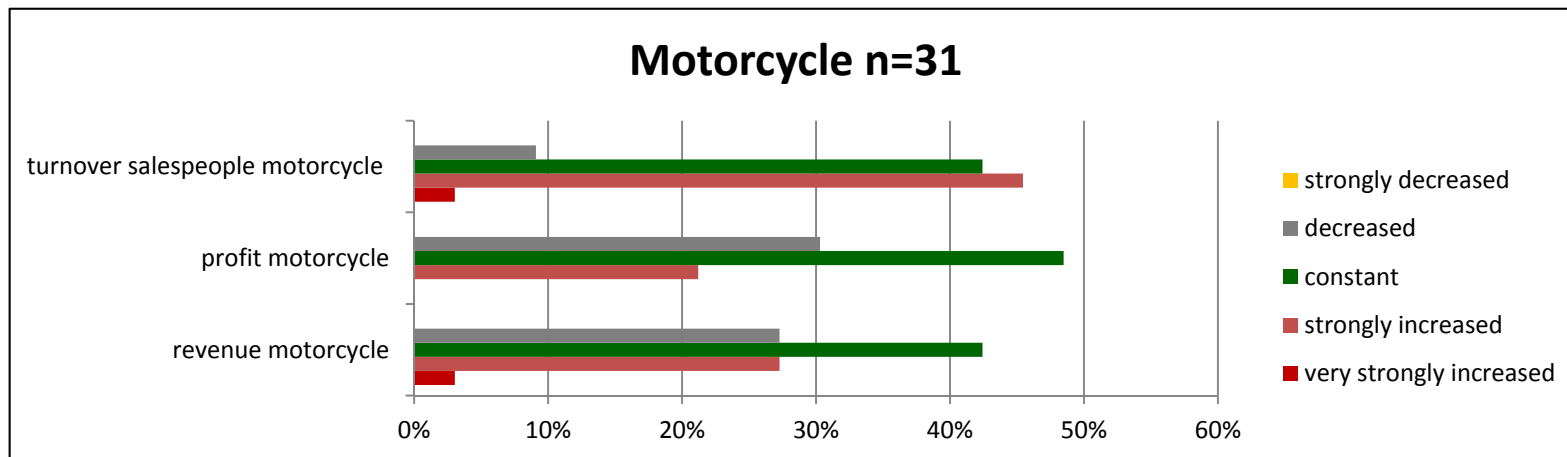
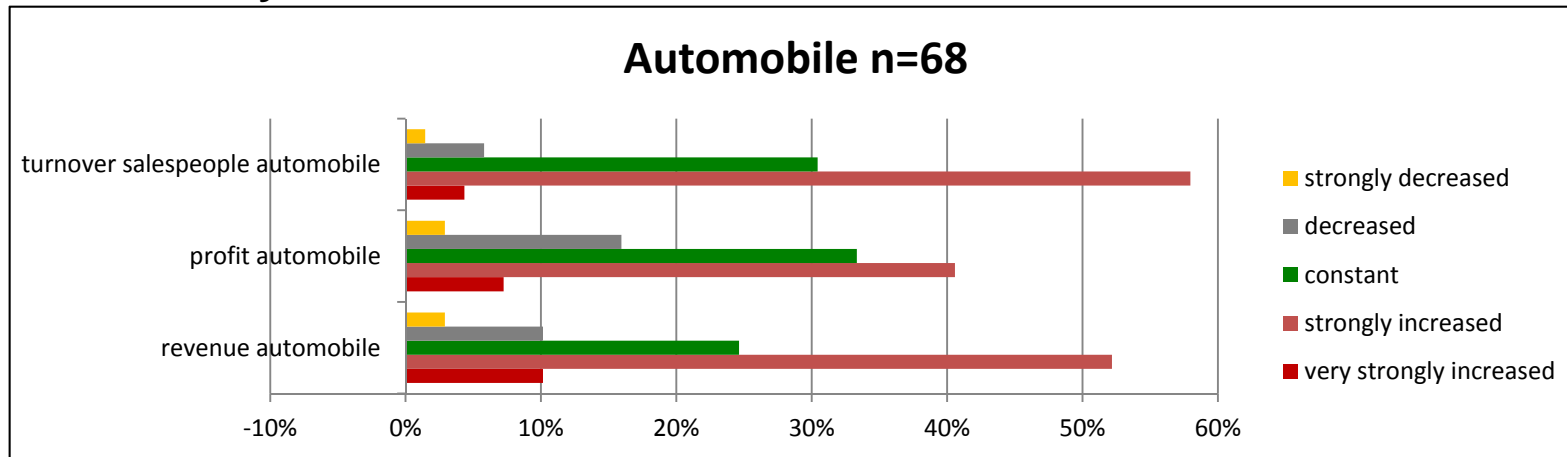
Competition and Costs: Q10. How did your business environment change in the last years?





2) Basic condition for automotive dealers

Earnings situation: Q10. How did your business environment change in the last years?





3) Success factors

Q1. What are the 3 most important things to become a successful dealer?

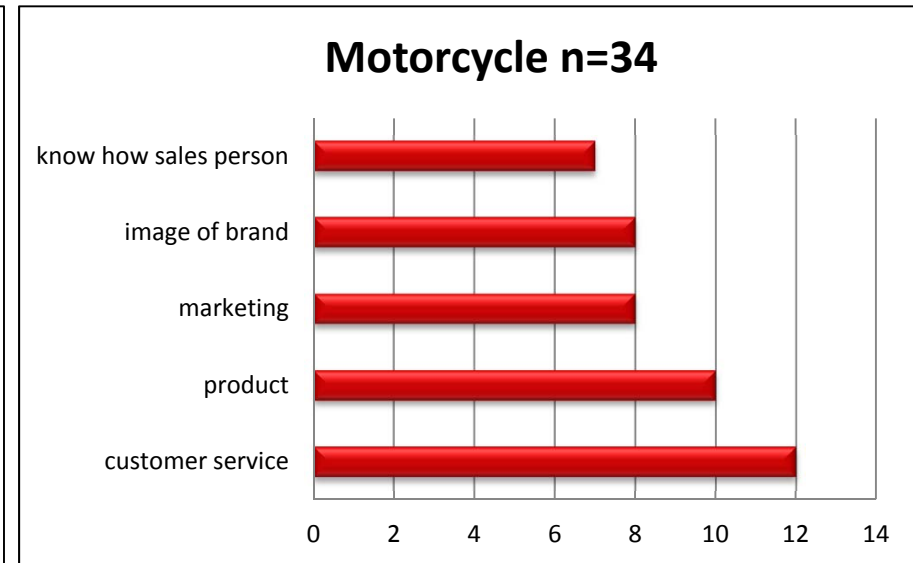
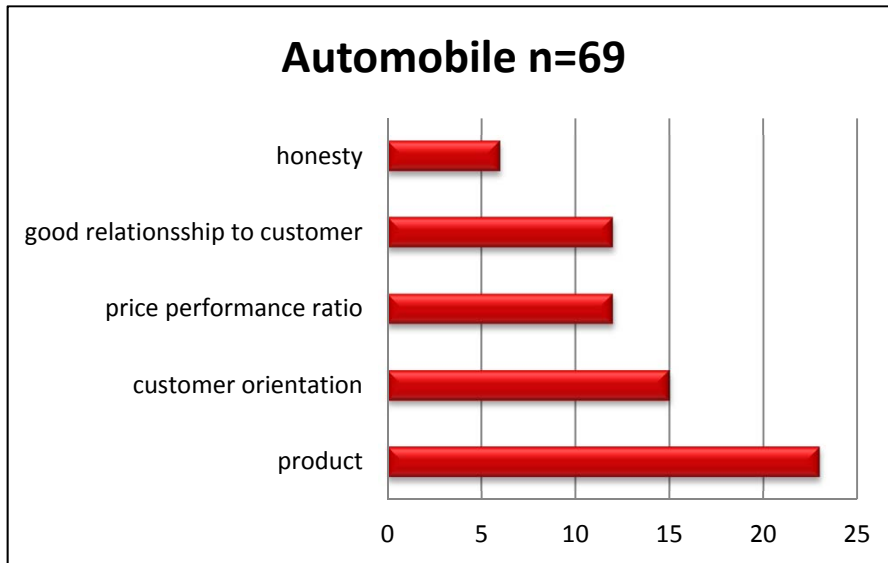
Q2. What are the 3 most important things your customers expect from you?

Q36. Can you list the three most important factors that prevent you from developing your offer closer to the 'ideal'?



3) Success factors

Q1. What are 3 most important things to become a successful dealer? (5 most mentioned)





3) Success factors

Q2. What are 3 most important things your customers expect from you?

n=13
competence of sales person
competence in service
customer orientation
fidelity



3) Success factors

Q36. Can you list the three most important factors that prevent you from developing your offer closer to the 'ideal'?

n=13
cost cutting
wrong product
guidelines of manufacturer
availability



4) Expectations of automotive dealers

Q10. What will be the most profitable business areas in automotive industry in the nearest future?

Models

Services

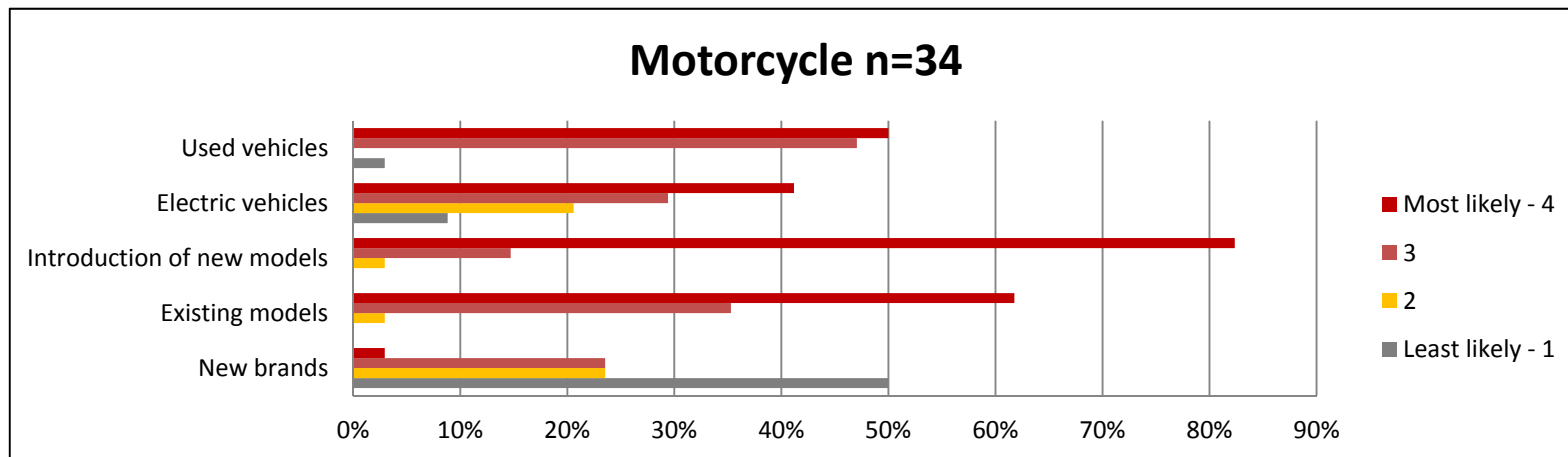
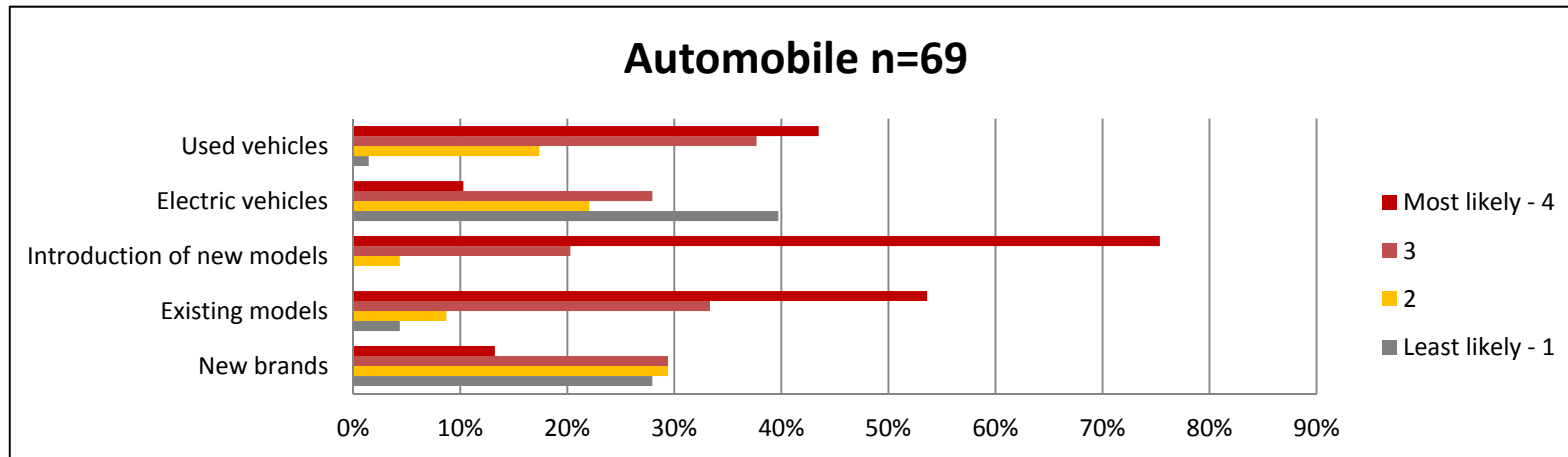
Q4. Do you have any (quantitative or qualitative) objectives for the future?

Q9. Do you plan to expand your business activities?



4) Expectations of automotive dealers

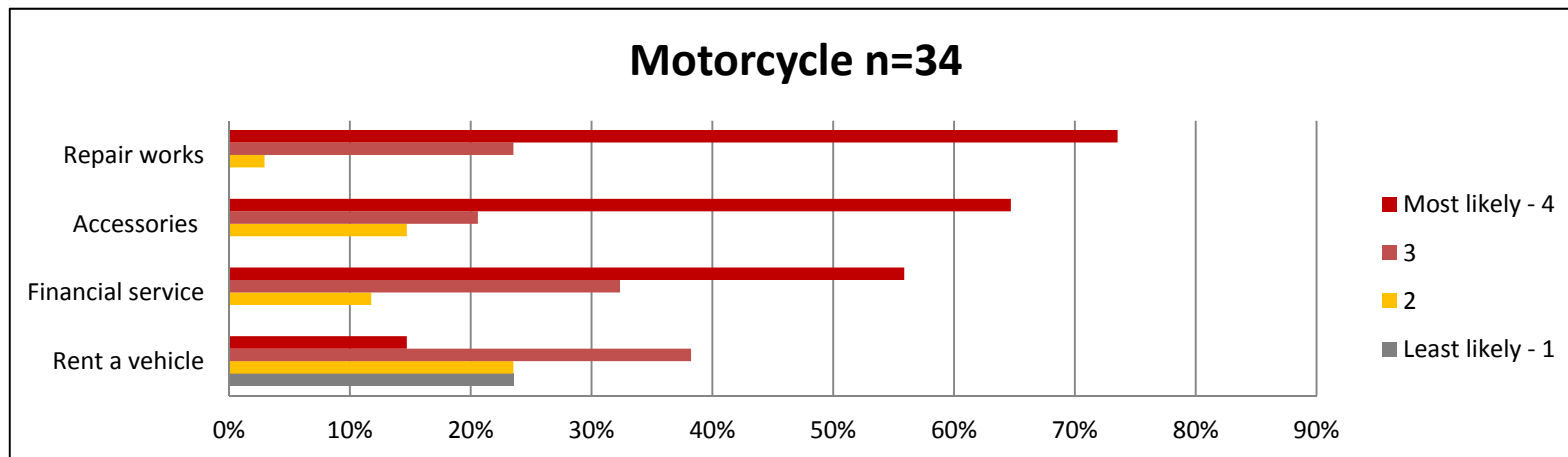
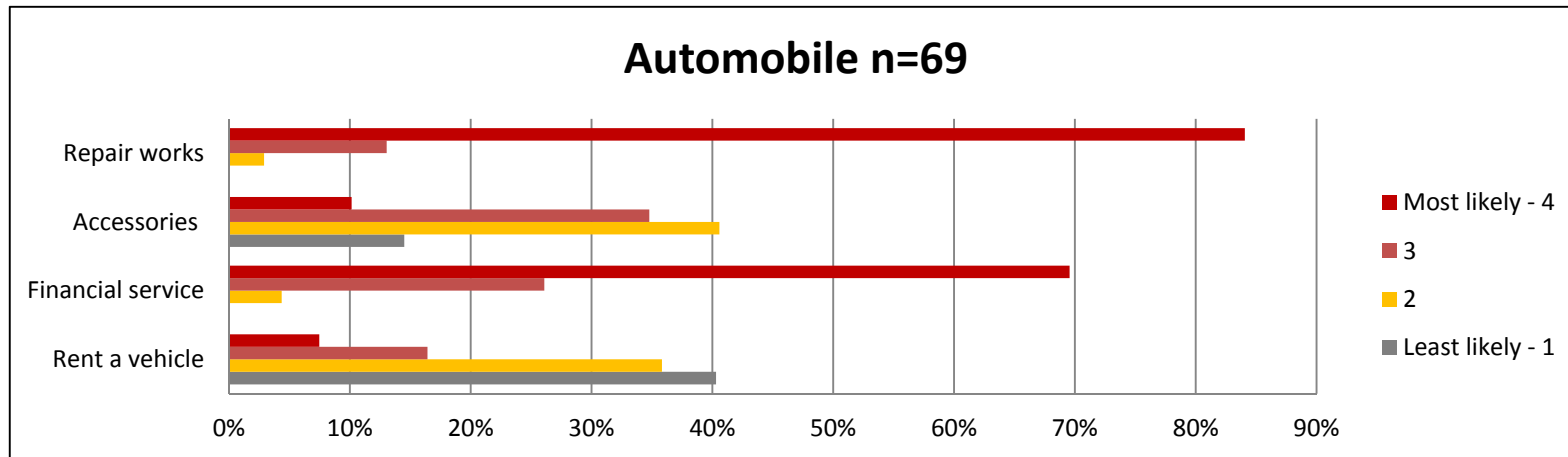
Models: Q8. What will be the most profitable business areas in automotive industry in the nearest future?





4) Expectations of automotive dealers

Services: Q8. What will be the most profitable business areas in automotive industry in the nearest future?





4) Expectations of automobile/motorcycle dealers

Future goals: Q4. Do you have any (quantitative or qualitative) objectives for the future?

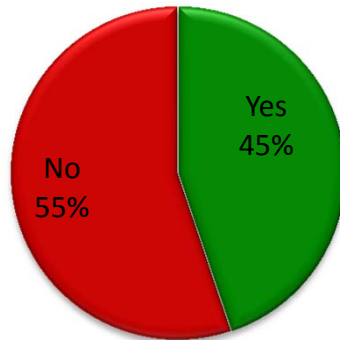
qualitative	quantitative
Better training for staff	Increase turnover
Higher customer satisfaction	Cut down costs
Improved processes	Higher profit
Higher presence in media	Improve financial service



4) Expectations of automotive dealers

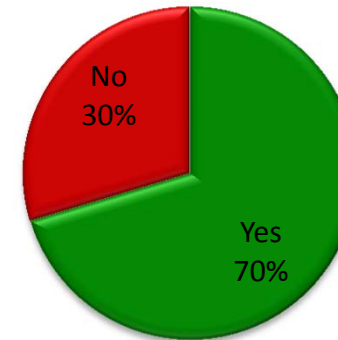
Expansion: Q9. Do you plan to expand your business activities?

Automobile n=58



- e.g.:
- core business
 - additional brands

Motorcycle n=27



- e.g.:
- bicycles
 - tuning



5) Personnel – training/skills/motivation

Characteristics of sales personnel

- Q28. How would you judge characteristics of your sales personnel?

Training

- Q29. What kind of training do you find crucial for sales personnel?
- Q27. Are there a sales personnel who are clearly more effective than others?
- Q26. Do you think, that any deficiency in personnel can be remedied by training and remotivation?

Motivation policy

- Q13. Name 3 most important factors motivating your staff?
- Q17. Your incentive policy is based on:
- Q18. Are you satisfied about the effect in sales of your incentive policy?

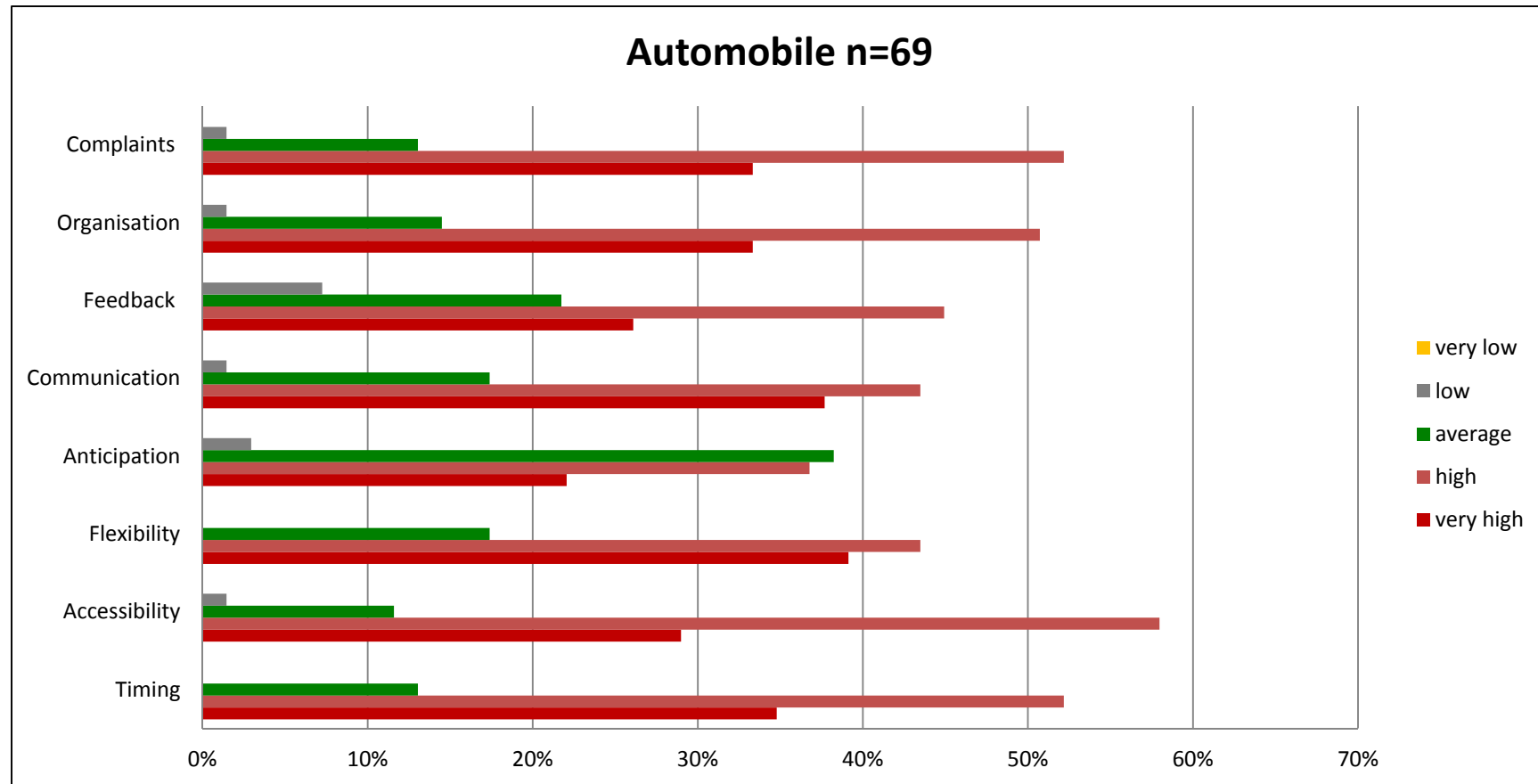
Additional

- Q25. Are your personnel adequate in number?
- Q34. Do you expect your sales personnel to possess any particular background/education?



5) Personnel – training/skills/motivation

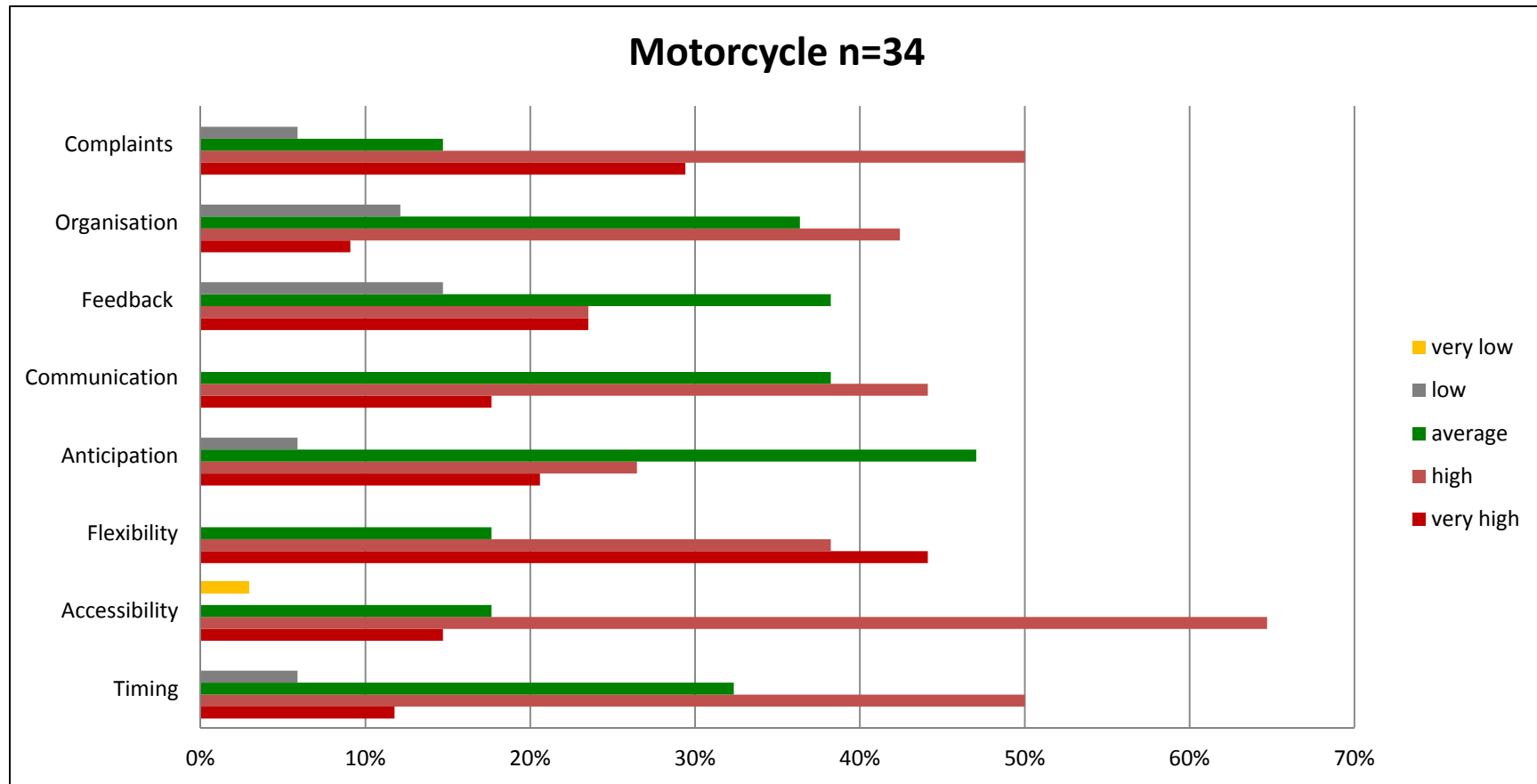
Q28. How would you judge characteristics of your sales personnel?





5) Personnel – training/skills/motivation

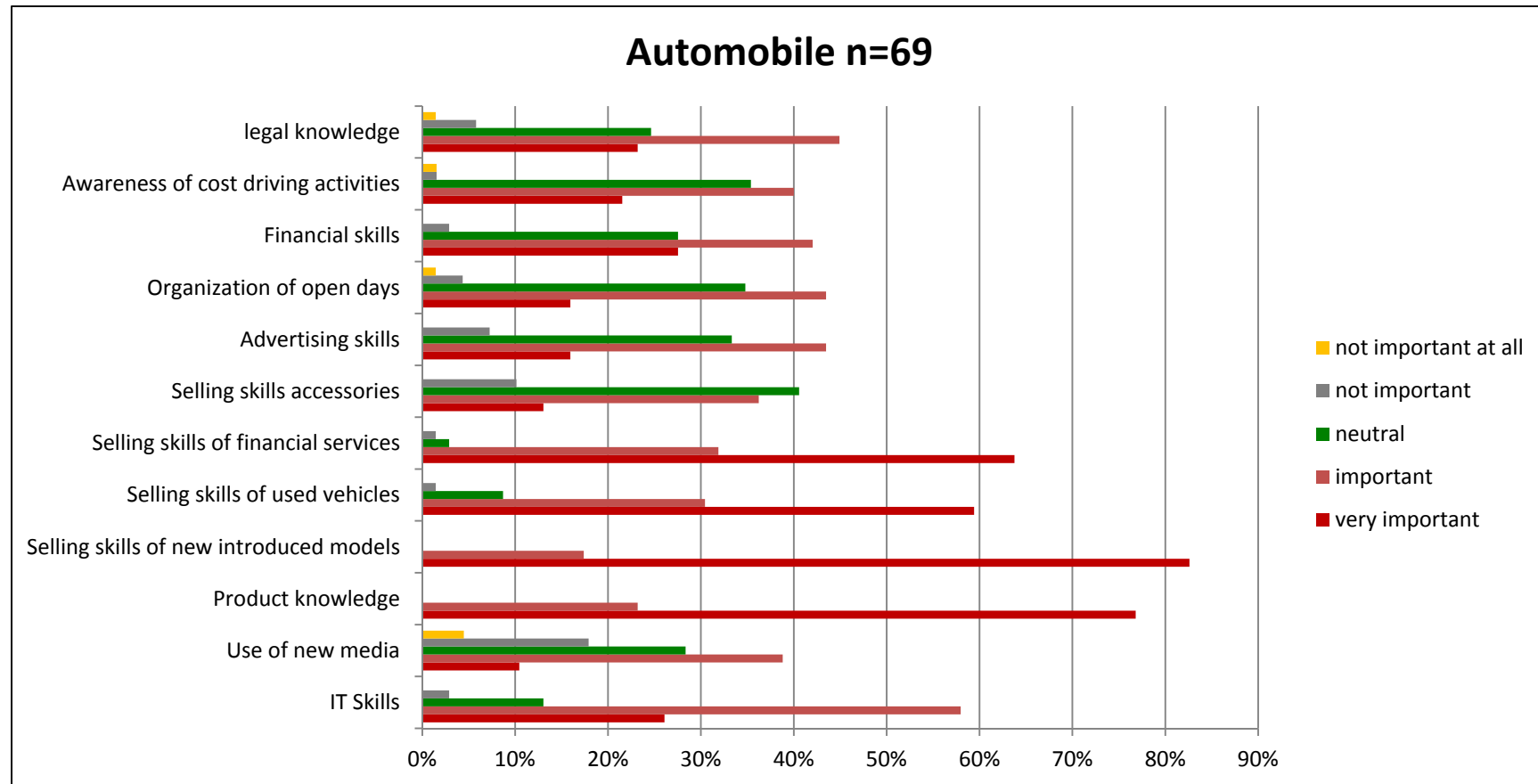
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5) Personnel – training/skills/motivation

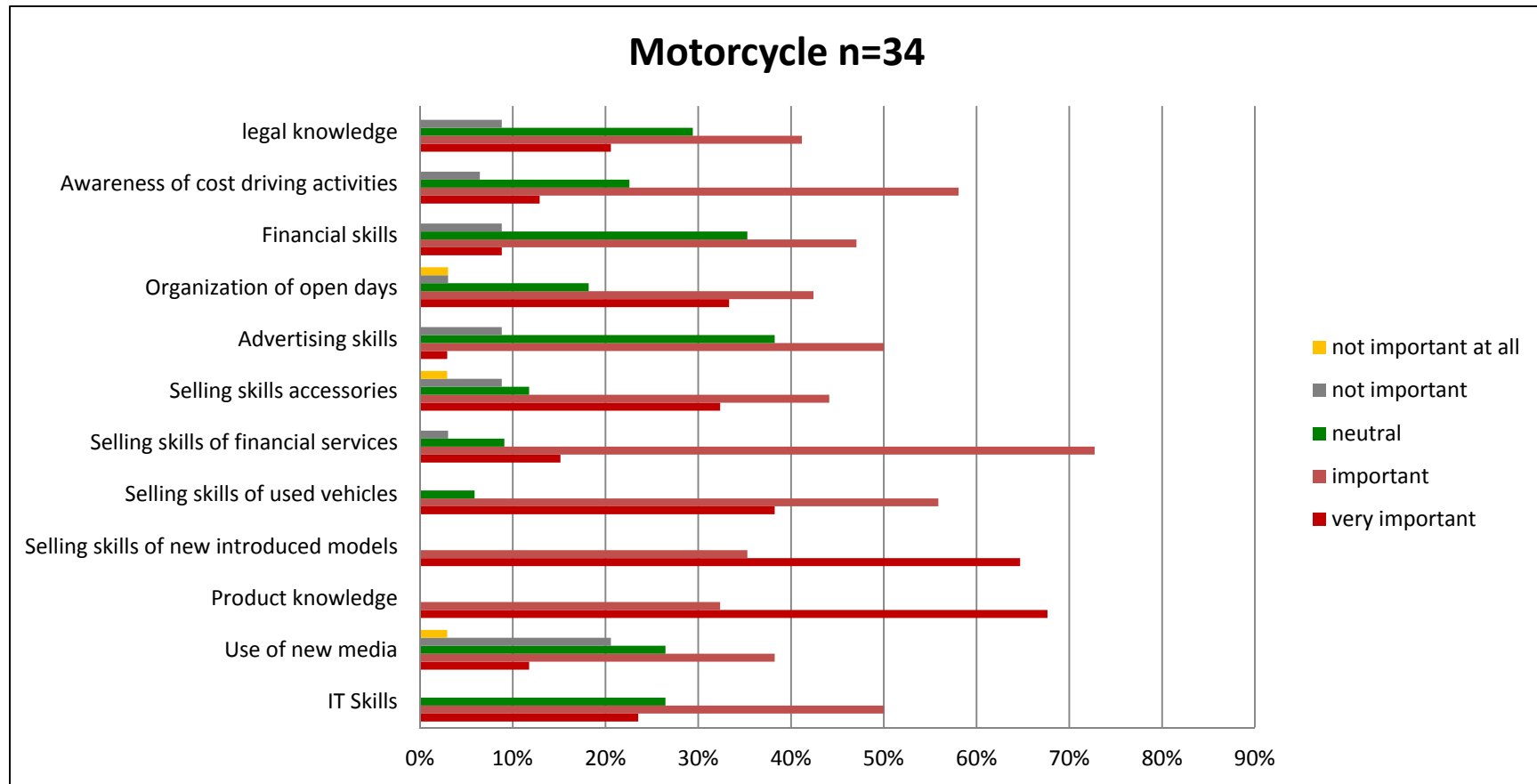
Q29. What kind of training do you find crucial for sales personnel?





5) Personnel – training/skills/motivation

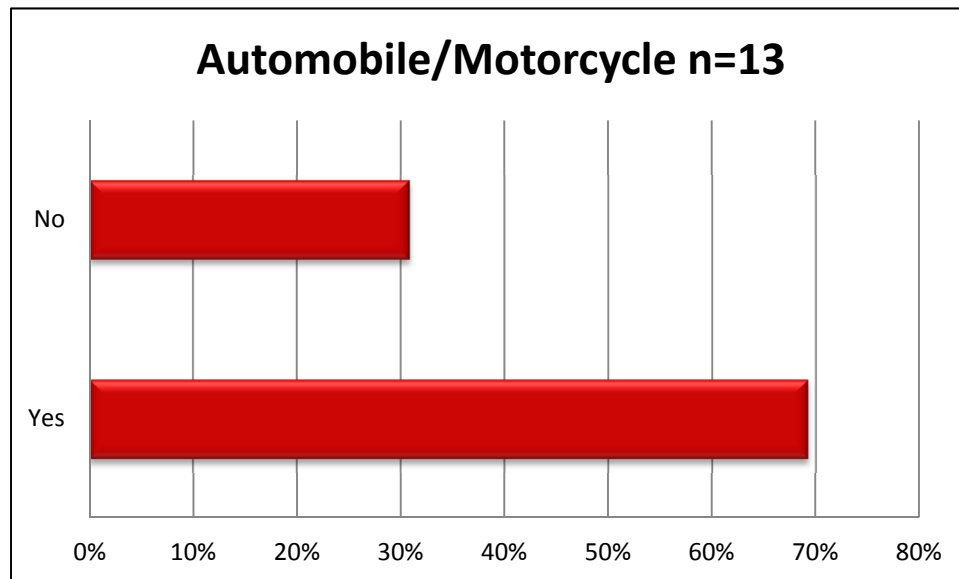
Q29. What kind of training do you find crucial for sales personnel?





5) Personnel – training/skills/motivation

Q27. Are there a sales personnel who are clearly more effective than others?



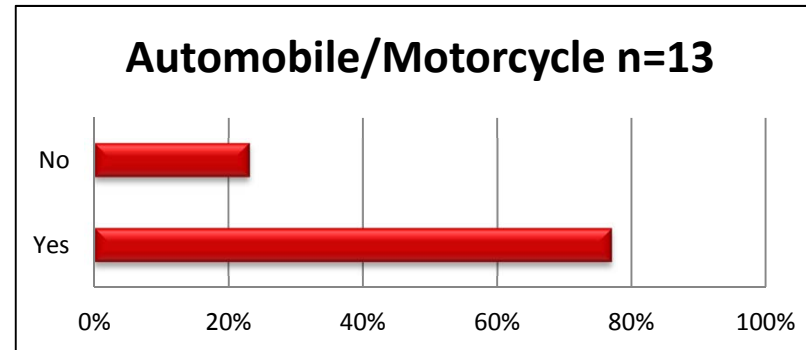
Exceptional skills:

- training
- experience
- large number of customers
- special talent



5) Personnel – training/skills/motivation

Q26. Do you think that any deficiency in personnel can be remedied by training and remotivation?



- **Q26a. What kind of training would you find suitable?**

Sales training
Teambuilding activities
IT

- **Q26b. What kind of remotivation would you find suitable?**

Group activities



5) Personnel – training/skills/motivation

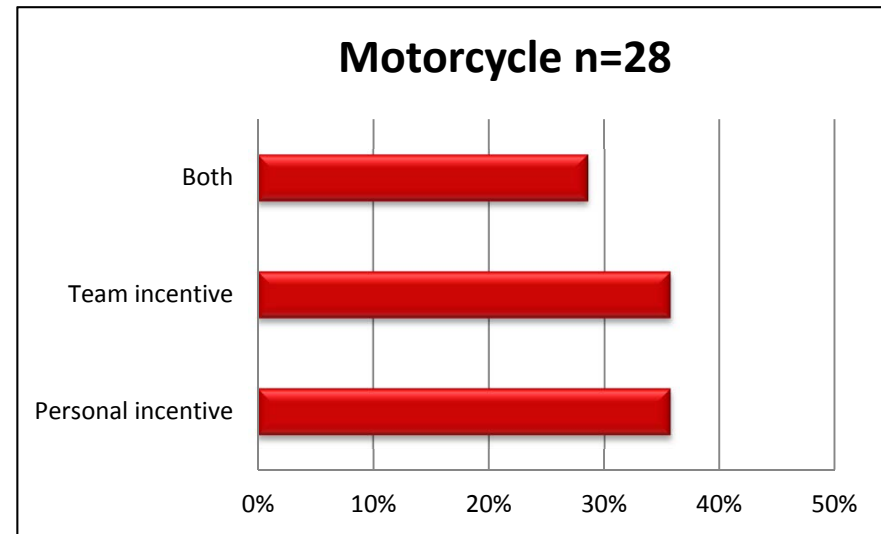
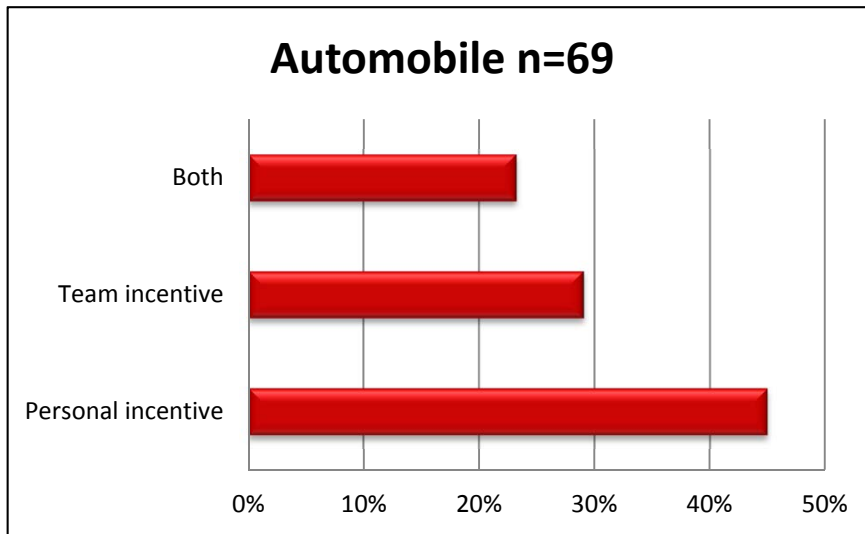
Q13. Name three most important factors motivating your staff?

n=13
payment, bonuses
fair treatment
job security
working conditions



5) Personnel – training/skills/motivation

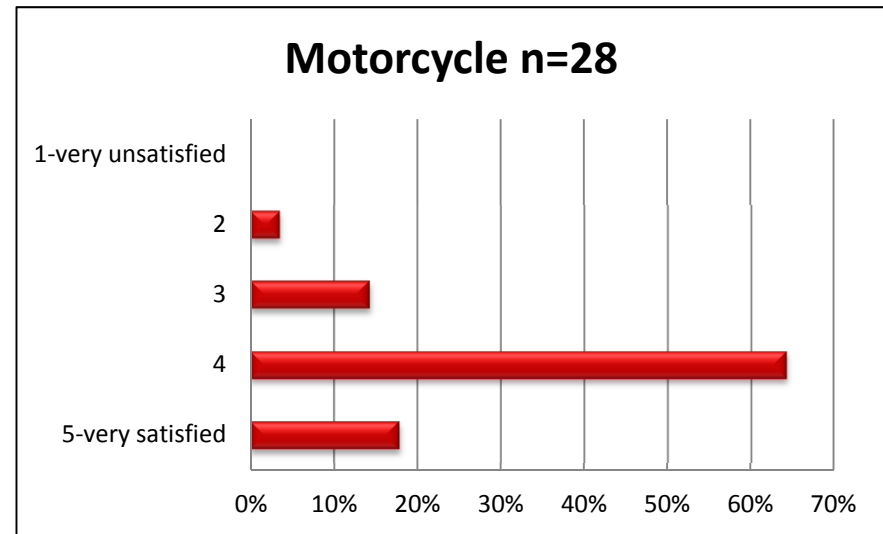
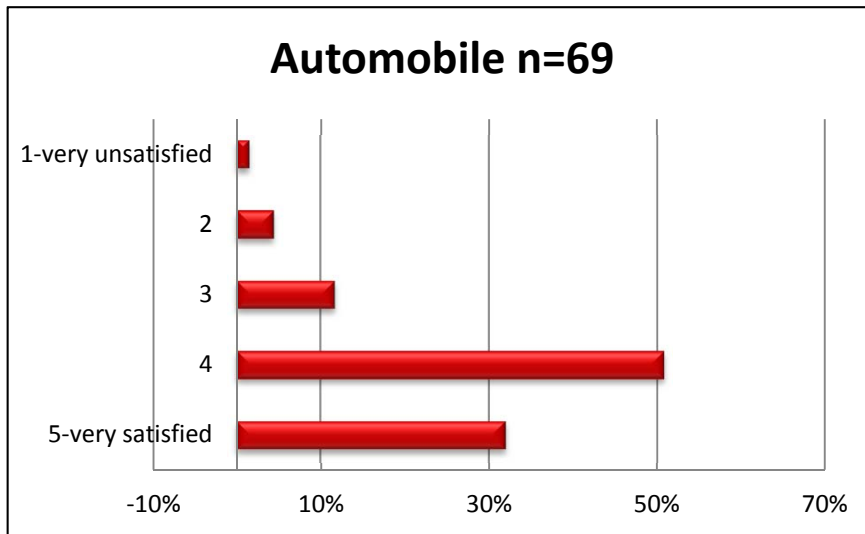
Q17. Your motivation policy is based on?





5) Personnel – training/skills/motivation

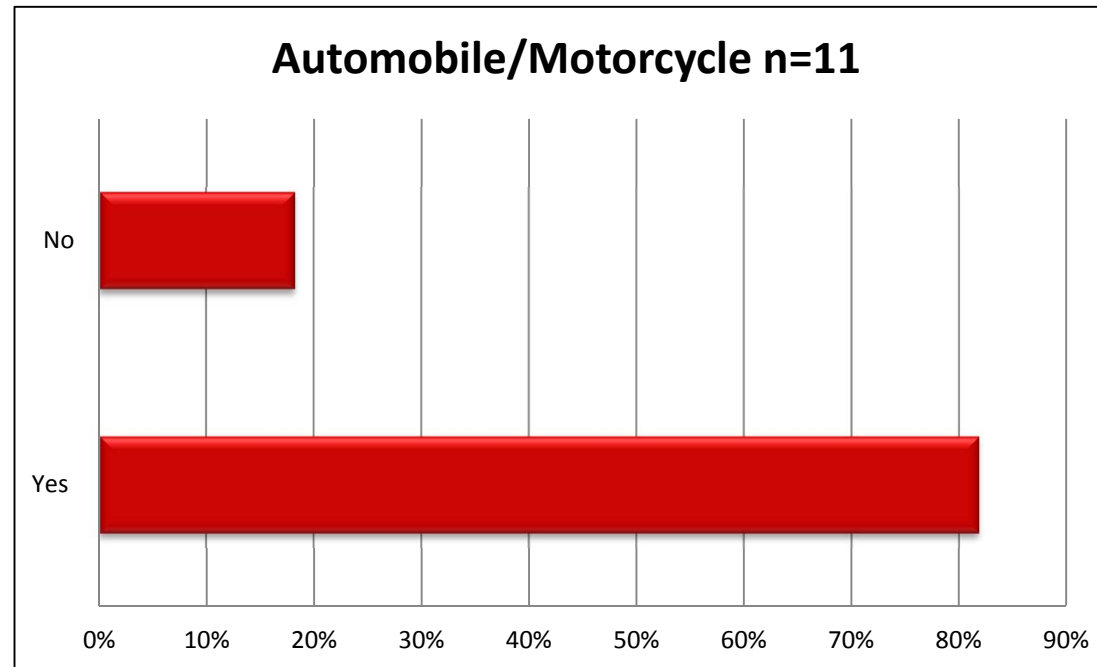
Q18. How satisfied are you with your motivation policy?





5) Personnel – training/skills/motivation

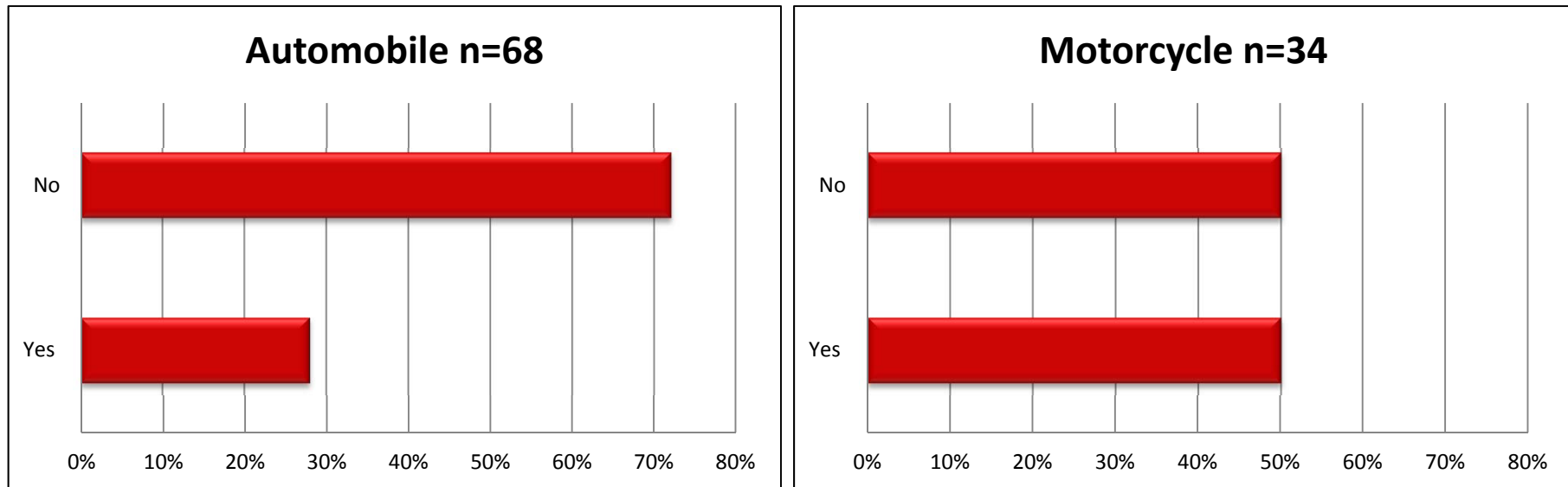
Q25. Are your personnel adequate in number?





5) Personnel – training/skills/motivation

Q34. Do you expect your sales personnel to possess any particular background/education?

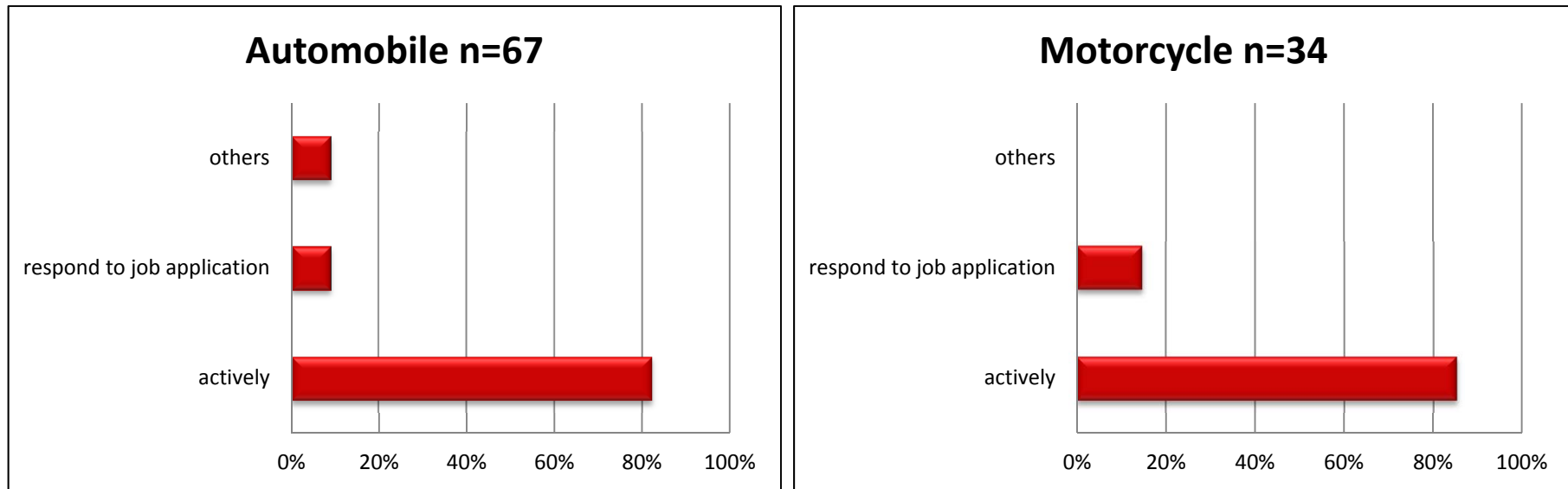


e.g.: automobile sales, sales in general, sales techniques



5) Personnel – training/skills/motivation

Q22. Describe your approach to recruitment:

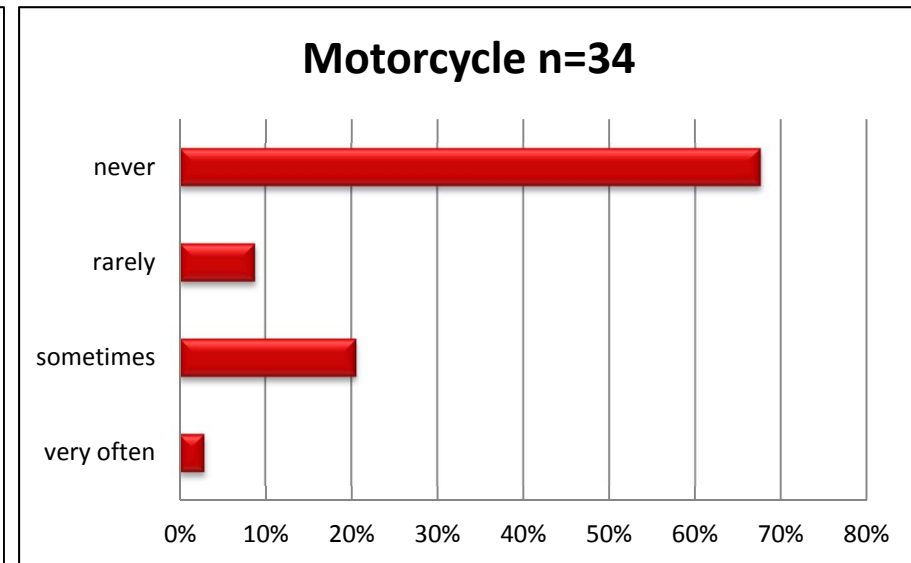
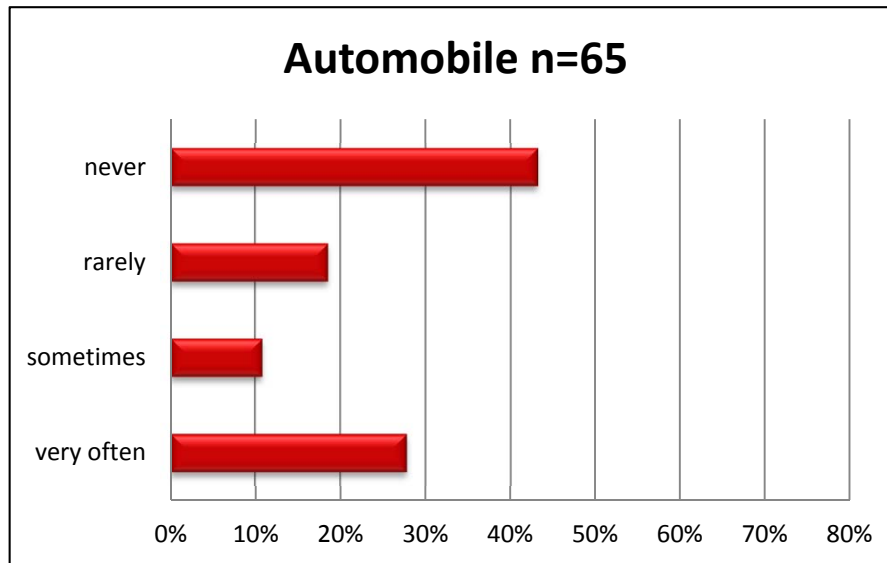


e.g. others: trainee



5) Personnel – training/skills/motivation

Q30. Do you or your employees have difficulties in using the IT-software products supplied by the manufacturers?

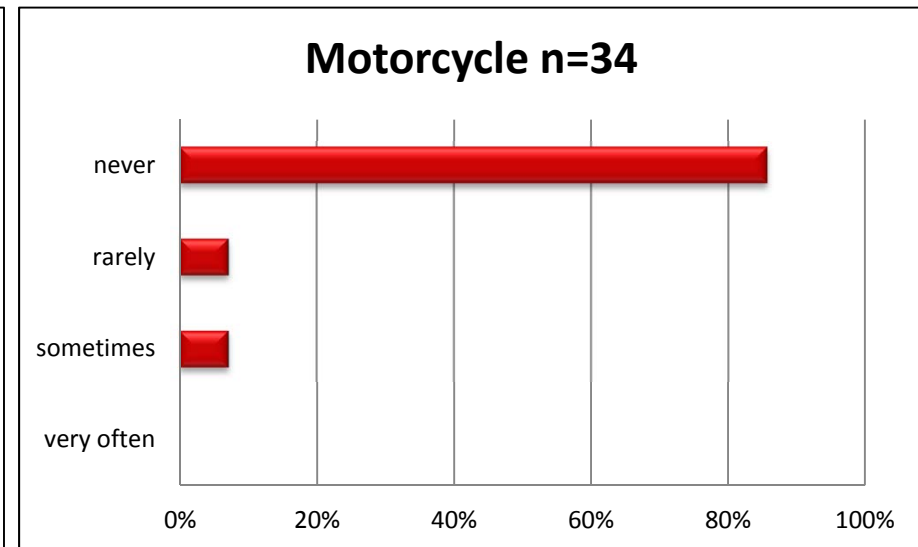
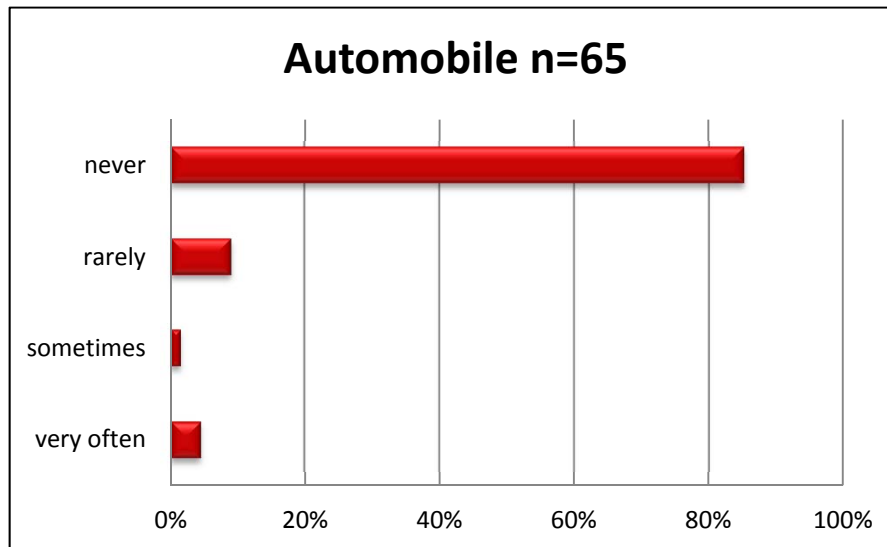


Reason for problems: speed of software



5) Personnel – training/skills/motivation

Q31. Do you or your employees have difficulties in using purchased IT-software (MS Office)?





6) Summary

- **Slight difference between automobile and motorcycle dealers**
- **Basic condition for dealers become worse**
- **Dealers are quite satisfied with the skills of their personnel**
- **Dealers declared that training activities should be as substantial as possible**
- **The dependency of dealers from the manufacturer is quite high**
- **Internet changed the way of automotive dealing**



Project and Contact Information

Project Meeting , Gdansk 02.03.2012



C. Stadlmann / University of Applied Sciences Upper Austria
Christian.stadlmann@fh-steyr.at

Visit the project website: www.new-distribution-skills.eu