

# Teaching Notes

For

## How different technology can improve the sales behavior and conversion rate

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### Aim

This case study aims at assessing the importance of sales staff upgrading and the dealership environment to improve sales performances and to retain customer in order to create loyalty. The case study also highlights the importance of KPIs and the ability to understand their value. The case study is dedicated to courses in marketing, sales or distribution management of business programs.

### Area

The case is designed to add sales management content and to understand the value of KPIs measurement.

### Short Summary

Autoplanet s.r.l is a small dealer that has expanded at the end of 90', but a sales staff not upgraded and the economic crisis at the end of the first decade of the 2000 had led to poor performance. To fill its gaps the dealer turns to a consultant which indicates some solutions to improve performance of the dealership.

Discussion points:

- How new dealership environment could improve sales performance?
- In which phase of sales process dealership environment impact? How?
- In which phase of sales process sell services impact? How?
- How Valentino should select and train the sales force?
- Which KPI you would check?

## **Target audience**

Target audience for teaching: the case study is dedicated to course of Sales Management.

Target audience for training: target audiences are students, but also sales people could use this case study.

## **Teaching outline**

The case was part of the course Sales Management (which is mostly retail oriented). Class of 113 students was divided in four parallel seminar groups. A group of 5 students in two out of four parallel sessions was given the case to solve and introduce the solution to the class. Suggestions were then discussed in class. Case study was made a part of interim assessment for the course.

## **Supporting material and literature**

- [1] Aaron D. Arndt, Kiran Karande, 2012 - Is it better for salespeople to have the highest customer orientation or a strong fit with their group's customer orientation? Findings from automobile dealerships
- [2] Frank Huber & Andreas Herrmann, 2001 - Achieving brand and dealer loyalty: the case of the automotive industry
- [3] Paolo Gaiardelli, Nicola Saccani, Lucrezia Songini, 2007 - Performance measurement of the after-sales service network—Evidence from the automotive industry
- [4] A.C. McKinnon, D Leuchars, 2002 - Key Performance Indicators of Distribution in the Automotive Industry