

mindtickle™

Industry Snapshot: Accelerating Auto Sales Enablement



As a sales enablement leader in the automotive industry, staying ahead of the latest trends and challenges is crucial to maintaining a competitive edge. This Industry Snapshot is your key to understanding the shifts reshaping the market and how you can leverage these insights to drive your sales strategy forward.

The automotive landscape is transforming significantly, from the rapid rise of electric and autonomous vehicles to the growing preference for online car purchases. This snapshot highlights these critical trends and provides actionable strategies to help you adapt. By reading this, you'll discover how to enhance your training programs, streamline your sales processes, and ensure your dealer network is equipped to meet the evolving demands of today's buyers.

This snapshot is more than just an overview—it's a strategic guide designed to help you optimize your sales enablement efforts. Whether you want to refine your training methods, maintain brand consistency, or improve buyer engagement, the insights provided here will empower you to take your sales performance to the next level.



Navigating the shifting landscape of auto sales

The automotive industry is a cornerstone of global commerce, encompassing motor vehicle production, marketing, and servicing.

The industry has faced significant shifts in recent years, driven by:

- Technological advancements
- Evolving consumer preferences
- Stringent regulatory landscapes

These realities have brought about new trends and challenges that businesses must navigate to stay competitive and meet the demands of the modern market.

- 1 Shift to Electric Vehicles (EVs):** With EVs achieving record sales despite economic uncertainties, dealer teams need enhanced training to cater to a new consumer demographic.
- 2 Emergence of Autonomous Vehicles (AVs):** Although in its infancy, the AV sector is expected to expand significantly, necessitating new sales strategies and product knowledge.
- 3 Online vehicle purchasing:** Consumers increasingly favor online channels for purchasing vehicles, pushing manufacturers to bolster direct-to-consumer sales models.

Shift Toward Online Sales vs. Traditional Dealerships: Despite the move to online sales, over 95% of car purchases still occur at dealerships. Manufacturers must ensure that their network of sellers stays on-brand and on-message with all new model releases, service updates, and upsell opportunities at the point of sale.

Customer Expectations and Satisfaction: 99% of customers are dissatisfied with the traditional car-buying experience. Meeting and exceeding buyer expectations is critical for automotive sellers.

Complex and Costly Sales Processes: The automotive sales process is often complicated and expensive. Sellers use 10+ different tools, leading to a fragmented experience and limited insights due to siloed data. The high cost of maintaining these tools is estimated at \$4-5k per rep per year.

A better way

Automotive manufacturers need a way to keep a distributed network of dealer sellers up-to-date and showfloor ready, so their sellers can capitalize on every customer interaction.

Leading automotive manufacturers are rethinking their approach to training and certifying their dealer networks by embracing modern revenue enablement techniques.

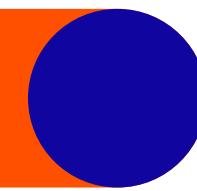
Here's how you can do it too.

Certify a network of top-notch product specialists

- 1 Make it mobile-first:** Ensure sellers can access training across devices and platforms, allowing them to complete required training even on the showroom floor.
- 2 Personalize training:** Tailor training based on the role and tenure of the salesperson, offering options to test out of programs.
- 3 Make training bite-sized and engaging:** Use short videos followed by quizzes instead of long-form text-heavy documents.
- 4 Create a safe space for practice:** Utilize AI for realistic pitch practice, so reps can hone their skills before interacting with customers at the dealership.

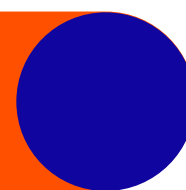


Keep your dealer network up-to-date and on-brand



- 1 Govern your content:** Maintain a single source for approved collateral to ensure consistency and up-to-date information across your dealer network.
- 2 Create limits on customization:** Allow customization based on consumer needs but maintain brand standards.
- 3 Measure the impact of content:** Track digital content sent to consumers to measure its effectiveness on sales.

Deliver personalized buyer engagement



- 1 Create digital show floors:** Centralize buyer engagements in a persistent digital room with vehicle collateral, service information, and a single location to collaborate with the dealer seller.
- 2 Introduce transparency:** To streamline the buying process, provide a clear action plan for buying a vehicle, including financing information.

Mindtickle offers a comprehensive revenue enablement platform designed to address these challenges. The platform provides a predictable forecast and deeper insights into seller performance and enables personalized coaching and training.

Get a Demo

