

# Reinventing Selling in the Automotive Industry

## One platform to enable sellers in the new digital era

Sellers in the automotive industry play a pivotal role in **driving revenue and fostering customer relationships**. Their responsibilities extend beyond selling vehicles to encompass a range of products and services. That comes with its unique set of challenges:



In a fiercely competitive market, sellers face the challenge of **differentiating offerings** in a crowded marketplace.



With rapid technological advancements, sellers must **stay informed about the latest features and innovations** to communicate value effectively.



With evolving safety, emissions, and technology regulations, sellers must **stay compliant and educate customers** on how it impacts their buying decisions.



Sellers must **adapt their strategies** to navigate through economic uncertainties and shifting consumer preferences.

### Seller goals are centered around:

- Increasing the sales volume by managing effective sales strategies and closing deals that exceed targets
- Building strong, lasting relationships with customers and ensuring a seamless buying experience.
- Continuous learning and staying informed about product updates, industry trends, and customer preferences

In conclusion, sellers in the automotive industry navigate challenges by embracing technological advancements, adapting to regulatory changes, and strategizing in a competitive market.



### Sellers must stay informed about the latest innovations

While car sales today begins online, **>95%** of purchases still happen at the dealership

### Digital spend a priority for CIOs in automotive

**84%** of CIOs at leading automotive OEM and Tier1 suppliers named operating margin improvement as top priority for digital technology investments

### Revenue generation is a top goal for automotive CIOs

# 53%

of CIOs seek revenue increase while investing in digital technologies

## There's a better way

Mindtickle helps automotive sellers drive revenue, foster strong customer relationships, and stay current on the latest industry trends, product innovation, and customer preferences.

- Modernizing your sales org by leveraging Mindtickle to onboard and continuously train Automotive sellers, ensuring they have up-to-date product knowledge and sales strategies
- Personalizing the buyer experience by helping sellers with scenario-based training to reinforce the sales process and handle customer interactions adeptly
- Individualizing the coaching and training each rep and manager receives by providing them with engaging programs that are tailored to their ways of developing skills and building knowledge
- Managers can facilitate targeted training interventions, by utilizing assessment tools and analytics to evaluate and address the strengths and weaknesses of sellers
- Create dynamic learning environments to make training convenient and accessible for on-the-go and distributed automotive sellers



**mindtickle™**



Enablement



Content



Coaching



Call insights



Forecasting



Deal rooms

**AI Copilot**



One Seller  
Data Model

**Analytics**

**CRM**

## Mindtickle's Revenue Enablement Platform is built for automotive sellers



### **Enablement**

Engaging and impactful sales training that is driven by business outcomes



### **Call insights**

Conversation intelligence to make the most of every call



### **Content**

Shareable and trackable content that moves the needle



### **Forecasting**

Hyper-accurate forecasting and deal risk management



### **Coaching**

Individualized coaching to unlock the potential of your Sellers



### **Deal rooms**

Engaging and personalized buying experiences

## **Mindtickle at a Glance**

Mindtickle is the market-leading revenue enablement platform that combines on-the-job learning and deal execution to drive behavior change and get more revenue per rep.

Mindtickle is recognized as a market leader by top industry analysts and is ranked by G2 as the #1 sales onboarding and training product. This year, Mindtickle was recognized for its outstanding customer support winning a Bronze Stevie Award for Technology Excellence.

**Trusted by World-Class Revenue Teams**