

Performance Improvement - PIW/G

● Networking The Dealer Network

Introduction: Resetting Dealer Network Strategy

- One of the world's largest volume car manufacturers wanted to qualify the effectiveness of its dealer network following a re-organisation.
- The manufacturer wanted to understand how best to map its dealer network to maximise market opportunities and support its dealers to adopt multiple sales strategies.

The Challenge: Re-Aligning Dealers to New Sales Strategies

- The automotive manufacturer needed to ensure its dealer network was as efficient as possible and had the right skills to support consumers, who were increasingly looking to purchase SUVs and EVs.
- ASE Automotive Solutions evaluated their performance and identified how it could help them to improve efficiency or propose alternative strategies to move the dealerships forward.

ASE Approach: Tailored Programming to Improve Dealer Performance

- **Phase One:**
Assessed the brand's priorities around cost efficiency and what level of investment it was prepared to make to support the programme to improve the performance of its dealerships.
- **Phase Two:**
ASE Automotive Solutions local consultants prepared a benchmarking process specific to the client to help the dealers understand their performance against a set of key performance indicators (KPIs).
- **Phase Three:**
Conducted detailed interviews with the dealerships to qualify how their long-term business goals might align or diverge from the automotive manufacturer's objectives. Based on the findings ASE Automotive Solutions made effective recommendations to the client about how to move its dealer strategy forward.

Outcomes:

“ Dealer recovered
75%
of under-performing
dealers ”

- The client was able to recover 75% of the dealerships by helping them to better focus on managing risk, controlling costs and cashflows. This led to significant improvements in efficiencies and profitability.
- It also helped the automotive manufacturer to improve its understanding of the importance of demographics, postcodes and journey planning when mapping out their potential customer base and planning sales strategies. This has been particularly useful as the brand formulated its business plans to sell SUVs and EVs, as they may demand different sales catchment areas.