

... CASE STUDY

Helping New Sales Consultants Stay Longer and Sell More

Challenge

Turnover rates of over 60% among newly hired sales consultants plague automakers and dealers alike. The culprit is typically poor sales performance which, in a commission-based environment, makes it difficult to earn a living. Historically, this client provided extensive product training while dealerships wanted to handle skills training on their own. But most dealers offered little in the way of formal skills and onboarding training to support new hires. Our task: to help lift performance and retention.

Solution

The resulting sales consultant learning program was designed to guide new hires through their first 30 days and featured short bursts of training based on the behaviors of top performers. There were also “go do” activities—things known to be linked with success, like making a daily plan and networking via social media. Participation was voluntary, allowing consultants and their managers to decide how much training was needed.

Business Impact

The courses are well received, averaging a score of 4.5 out 5. Nearly all graduates agree the program boosted their confidence and provided a good foundation for sales. They also realized accelerated time-to-sales proficiency, reaching the desired performance goal up to three months sooner than non-participants. This success led to an additional six vehicles sold per graduate, which contributed to higher new-hire retention.



It’s definitely helped me. I hoped it would help me with the automotive side of things, because I already had some retail experience, and it really has been good. I feel much more confident out on the sales floor.

- Program Participant



RESULTS

Launched **38 courses**

Graduates reached sales proficiency of **8 sales/month** up to **3 months faster** than non-participants

Retention of graduates was **11% higher** than other new hires

