

# Building Sales Capability For Nationwide Electric Vehicle Launch:

AUTOMOBILE SECTOR



Enparadigm designed and delivered a learning journey for the sales executives for a [multinational automotive giant](#) based in India, for the launch of their newest product in the market. The company is among the [Top 3 three-wheeler and motorcycle manufacturers in the world](#) with revenues crossing [USD 4 billion](#).

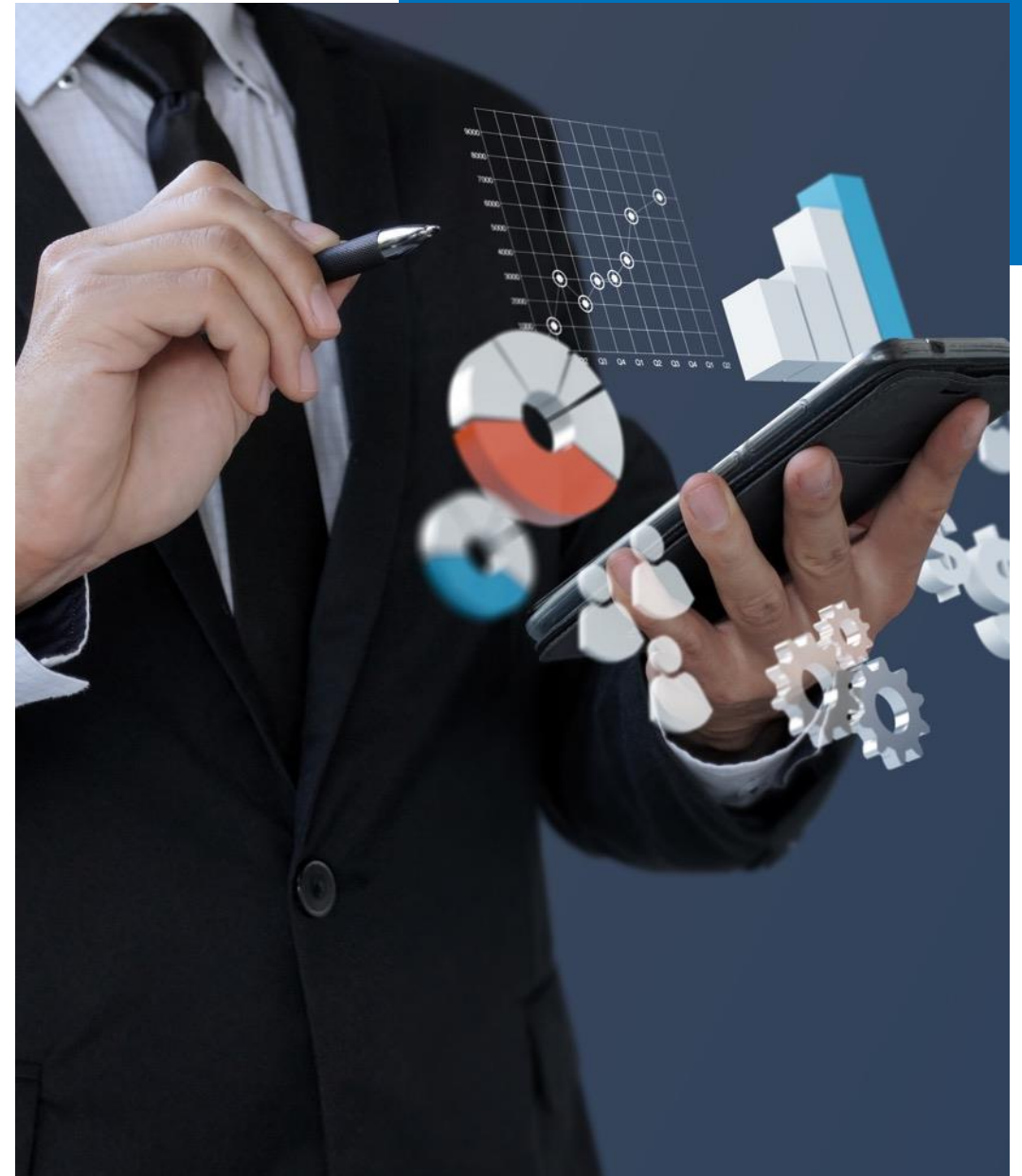
They have a splendid brand recall among [South Asian markets](#), and are probably the region's most renowned name in the automotive sector.

# Identifying the Need

For the launch of their **new scooter**, their first in the **EV category**, the company wanted to rejig their approach. By bringing in the concept of an Experience Centre to their current system of dealerships, they wanted to bring something their potential customers could marvel at.

The company had a very strong legacy dealer network around India, and it was setting up new brand stores with a technologically advanced look and vibe. It wanted sales executives in the store to **be able to do concept selling and not just product selling**, as the EV category was not yet established in the Indian market.

These sales executives had to be trained on the vehicle category and the product in itself, as well as enabled with professional grooming etiquette, selling skills, and the ability to identify customer buying intent. There had to be a paradigm shift in the way they handled customers.



# Learning Journey Structure

Enparadigm conducted dealer visits of the brand's competitors in the Electric Vehicle segment to gauge the way other players in the market had shaped their go-to market strategy at a dealership level.

Questions related to the future of the EV market, economic advantages vis-à-vis traditional fuels, performance and after sales support etc. were asked of these competitors' store managers.

The learning journey was also shaped by the inputs from the brand's marketing team at the company, to ensure the brand personality and values came out clearly through the representatives while speaking about the product.

Basis these learnings, the journey was divided into three phases:



Pre-workshop learning



16 hrs of experiential learning workshops



8 weeks of micro learning modules for sustaining learnings into the workplace

# Journey Highlights

The pre-workshop learning included a video recording of the vehicle's test ride and Sr Marketing Manager's interview on the vision associated with the product.

The **workshop** sessions were centered around the following:



Product introduction and the values around it



Identifying customer intentions and handling objections



Creating a unique and exceptional customer experience



Winning the customer over



The GROW model for delivering exceptional purchase experience



"4 Moments of Impression"

To ensure the learnings were disseminated at scale, the participants were provided with gamified micro-learning retention modules, pin-up posters with key messages, post assessment quizzes, with a leaderboard system to spur competition and gauge learning levels.

# Participant Testimonials



*Sales Executive, Khamla, Nagpur*

"Feeling clearer than ever and confident about the product, it was a wonderful experience overall."



*Sales Executive, Bengaluru*

"Thanks for this session. In today's market we're selling the price more than the product, but with this range we've got to put the focus back on the product."



*Sales Executive, Aurangabad*

"I knew very little about the product before the session, now I have an R&D perspective as well and I'm ready to face customer queries."



*Sales Executive, Wakdewadi, Pune*

"Wasn't aware of the charging process, plus online booking and selling, allocation for test rides etc. are new things that I've learned, looking to incorporate during work."

## Contact Us

Nidhi Shah  
+91 70452 51819  
nidhi.shah@enparadigm.com

Shashank Saurav  
+91 70459 02734  
shashank.saurav@enparadigm.com

**enparadigm** 

[www.enparadigm.com](http://www.enparadigm.com)