



CUSTOMISED, INNOVATIVE  
CONSULTING SOLUTIONS



# Combining Physical and Digital Coaching

Shifts in consumer behavior and new market challenges mean Original Equipment Manufacturers (OEM) and dealer groups must adapt in order to compete. Our strategy for success unites the expertise of our field coaches with digital platforms and innovative IT applications designed to maximise ROI. The precise proportion of each element depends on our consultants' diagnoses and varies from network to network, retailer to retailer and person to person. We help our clients keep customer needs—time, budget, goals—front and center. None of our solutions is “off the shelf” – each program is tailored to eliminate excess and guarantee results.



## An effective coaching program

- > A customised agile approach
- > Integrated digital formats
- > Innovative & highly specialised tools



## Enhanced learning content retention

- > Visualising & storytelling
- > Digestible & manageable learning nuggets
- > Immediate link between questions & KPI



## Higher level of engagement

- > Integration of animated media
- > Blended learning techniques
- > Active involvement of the coachee

We supplement on-site coaching conducted by a DEKRA automotive industry expert with digital modules, such as group training, 1:1 remote coaching, real time digital action planning, self-study and self-assessments. We monitor and adjust as

required, since individuals progress at different rates. Transparency, accountability and adaptability throughout the coaching experience are our priorities.



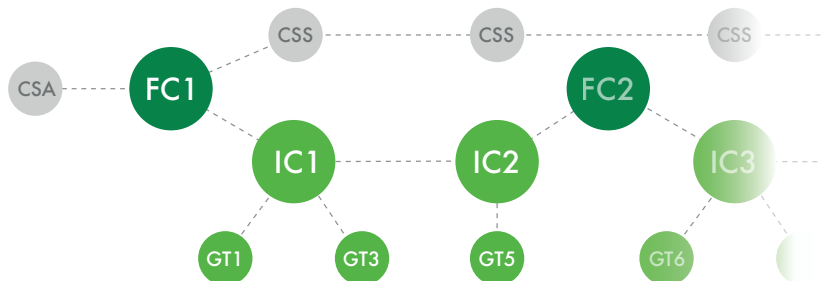
# DEKRA Advanced Blended Coaching Solutions

A market driven by advances in technology calls for speed, dynamism and digitalisation. In response, we have developed a new approach: DEKRA Advanced Blended Coaching (ABC).

ABC solutions encompass a variety of methods applied individually to meet the needs of each participant. This agile approach to program design ensures that high performers remain engaged while those requiring more support to reach their goals receive it. Figure 1 illustrates this customisation: the high performers only need a few Field Coaching (FC) and Group Training (GT) sessions to achieve their targets, while the participant struggling to meet his objectives needs more of both methodologies. Coachee self-assessments (CSA), Coachee self-study (CSS) and I-Coaching (IC) are integrated into both programs.

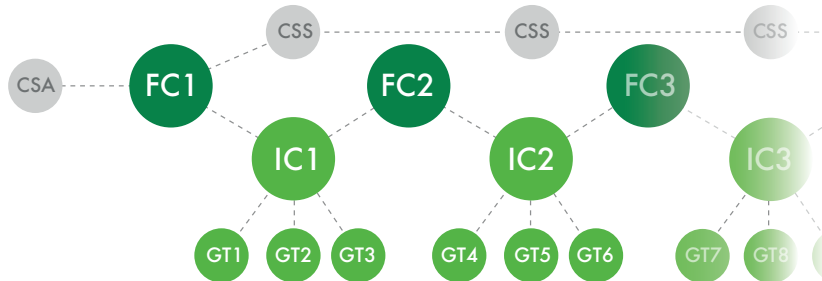
## High Performer

Accomplishing all actions and achieving target KPIs



## Low Performer

Struggling to meet actions and/or KPIs



FC - Field Coach / IC - I-Coach / GT - Group Training / CSS - Coachee self-study / CSA - Coachee self-assessment

Figure 1: Sample Program Course

We put the benefits of technological advancements to work for our clients, using data analysis to understand each individual customer's needs. Every distribution network requires its own distinct blend of sales optimisation techniques, and our consultants

are equipped with the tools and concepts to design thoroughly customised programs. Targeted interventions mean resources are allocated wisely, where they are needed most, reducing waste and ensuring the desired Return on Investment (ROI).



## What Is DPM?

DEKRA's Performance Manager (DPM) is a collaborative digital platform designed to track data and results transparently, so that the whole team can view progress and make adjustments. The platform is fully customisable and fosters interaction among consultants, coaches, auditors, manufacturers and dealerships. Users can enter action plans and agreed KPIs for easy monitoring and accessibility.

## Best Practices

DPM allows users to share best practices organised around themes and to embed relevant explanations, videos, presentations and other media for a more dynamic experience. Best practices can easily be added to reach a wider audience if they are introduced in coaching sessions, small group training or other venues.

## Toolbox

The DPM toolbox is where information and materials including best practices are stored and organised around specific themes or issues e.g. lead management and handling complaints. The result is an individualised and easily accessible collection of tools to enhance sales performance.

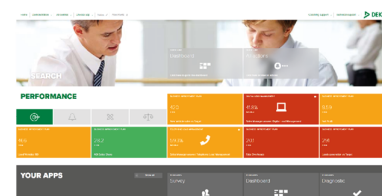
## Periodic KPI tracking

Results on different levels



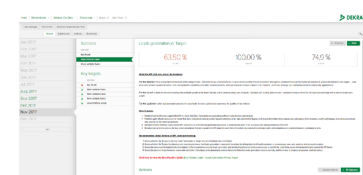
## Dynamic dashboard

Individual and consolidated KPI reporting



## Regular Data analysis

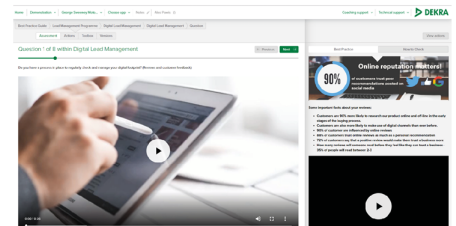
Update and follow-up





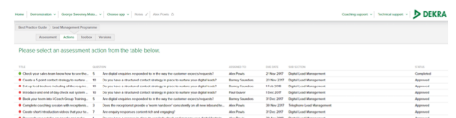
## Dealer diagnostic

Initial and continuous diagnostic



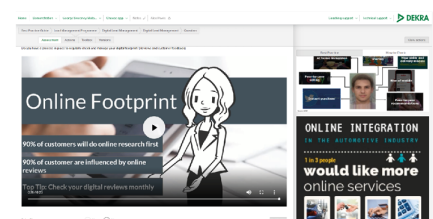
## Action plans

Individual action plan, task setting and monitoring



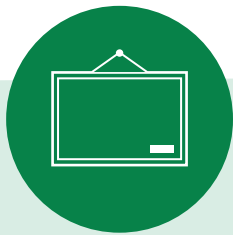
## Toolbox

Sharing best practices, tutorials, videos, and infographics



## Online Coaching Platform

I-Coach is our interactive, web-based application adapted to the needs of our clients. It provides remote coaching, virtual classrooms and digital meeting forums. I-Coach can deliver bite-sized training that integrates seamlessly into the workday and allows sales staff to immediately apply what they learn in real-life situations.



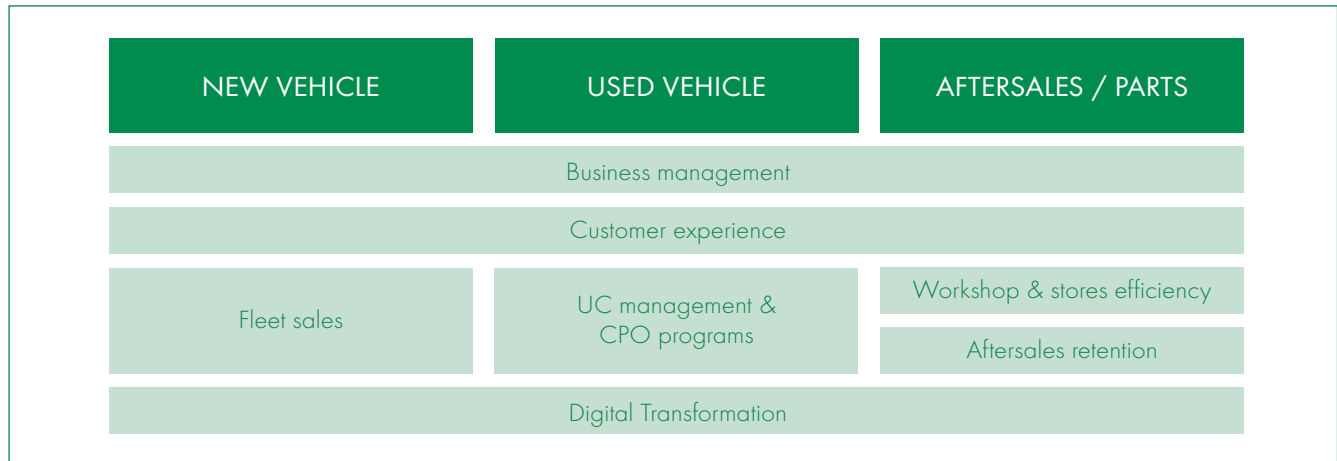
## I-Coach Features

Communication is key on the I-Coach platform. Coaches and coachees can share training materials, use virtual whiteboards and create breakout rooms for discussion during group training. Discussion is also facilitated by chat pods, and participants can take notes during sessions on the virtual notepads provided with file transfer capabilities. The poll taking feature is a valuable feedback channel, as is the Q&A function, where questions can be assembled for discussion during sessions.



## Your Benefits

Whether your focus is new cars, used cars, fleet sales or aftersales, our innovative, blended coaching model improves performance. By combining the personal interaction of field coaching with effective digital tools, we address the specific needs of each client and ensure an exceptional ROI.



From consistent, personalised support to transparent data collection and monitoring, we help clients establish processes and practices to meet their goals. Among the advantages of our customised, innovative coaching solutions are:

- > Greater Return on Investment
- > Adaptability
- > Engagement
- > Transparency
- > Sales expertise for a digital world
- > Flexibility
- > Consistency
- > Enhanced communication
- > Safety

These interlocking benefits are the result of our evolving vision, which draws on strong partnerships in the automotive industry, years of close market observation and cutting-edge developments in coaching and technology.



## Why DEKRA?

For companies in the automotive sector committed to improving sales performance and customer satisfaction, DEKRA Business Consulting combines industry expertise and experience with innovation and adaptability. With more than 600 specialists in 30 countries and over 170 national and international programs managed annually, we meet the challenges of an evolving market and a dynamic consumer landscape. Looking back on over twenty years of successful collaboration with the auto industry, we share our knowledge and engage fully with innovations and technologies that are shaping the future.

