Activities 2012
Agenda

Who we are

What we do

What we can offer
Who we are

**Headquarters:** Rome - Venice

**Staff:**
- 41 in cooperation with The Academy (11 speak fluent English)

**Business Unit:**
- Consulting
- Training & Coaching
- Sales Academy Management
- Product Training
- Automotive Call Centre

**Achieving Results** *is the key for our work!*
Who we are

We specialize in the automotive industry and offer consultancy on job training and training courses for all the various members of the dealership.

We have a wealth of experience in providing solutions that improve the efficiency and profitability of organizations in our Country and in other markets with Train-The-Trainer modules (in different languages).

We provide traditional and technology-based learning, and we prove that what works best for us also works best for our clients.

Our “uniqueness”

- **Experience** in the automotive field (Retail Sales or Fleet)
- Continuous **training and research**
- More than **26.000 training days** “on the field” since 1994
What we do

Sales Academy
- Training, Planning, Locations Management, Global Organization
- Online Applications

Training
- Centralized Classroom

Coaching - Consultancy
- Coaching Activities in dealership

Automotive Call Centre
- Customer Follow Up
Sales Academy

Training
- Training Project Planning
- Salespeople Programme Certification
- Field Representative Training
- Mystery Shopping

Management
- Location and Hotel Research and Booking
- Administration
- Help Desk with telephone and online applications
- Dedicated Web Site
- New product launches

Logistics
- Transportation
- Manuals and training materials
- Customized Merchandising
Training

Sales Process
- ABC Selling Techniques
- Advanced Selling Techniques
- Buying Experience
- Objection Handling
- Service Processes

Management
- Time Management
- Communication
- Motivation
- Leadership
- Sales Management
- KPIs
- DMS Training

Product
- Vehicles
- Commercial Vehicles

Used Car
- Used business
- Used Car Communication
- Used Car Brand Development and Launch

Trade Cycle
- Trade Cycle Management TCM
- TCM ReNew-all©
- Global ReNew-all©

E-Business
- E-Business
- Retail Customer Relationship Management
- Lead Management
- Online customer Management

Fleet
- Fiscal Elements
- Fleet Management
- Long Term Lease
- Prospecting
- Processes
- Data Management

Financial
- F&I Specialist
- F&I Manager
- Profitability Increase
Coaching (in Dealership)

Coaching
- Sales Process Certification
- Service Process
- Management
- HR & Recruitment
- E-business
- Fleet & Used Cars
- DMS Training

Coaching SEP
- Sales Excellence Programme
- Customer Experience
- 1-on-1 Training
- Dealership Analysis (Mystery Shopping³, Dealership X Ray, Kodak)
- Greeter Process
- Desking Process
- Follow Up Process
- Contacts Management (OTDB)

Re-New
- Renewal Specialist Programme
- 12 Steps Renewal
- Global Renewal
- Programmes
- CRM
- F&I training Programmes

Product
- New Product Launch
- New Systems & Technologies
- Market Analysis
- Translations, and Marketing Support (Brochure, Product Guides)
- Specific Product Training
- Online Product Training (E-Learning)
- Advanced Mystery Shopping

Events
- New Product Launches
- ReNew-all® Events
- Used Car Events
- Service Events (Advantage)

Flex Training
- Various Topics (see next pages)
Events (in Dealership)

- Training for new product launches (for Manufacturer - NSC)
  - Competitors
  - Product
  - Sales Process
  - Test Drive

- Training for new product launch (for Dealership)
  - Renewal Events
  - Used Cars Events
  - Service Advantage Events (Commercial)
**Flex Training (on Dealership needs)**

**Recruitment**
- Module 1: Basic Recruitment (2 days)
- Module 2: Advanced Recruitment (2 days)

**Sales Manager Coaching**
- Monitoring (3 days)
- Profitability (2 days)
- Human Resources (3+2 days)

**TCM Technology**
- Basic Module (3 days)
- Renewal Module (2 days)

**Sales Process**
- Buyer Experience 1 (3 days)
- Buyer Experience 2 (2 days)
Flex Training (on Dealership needs)

**Analysis Used Cars Management**
- Module 1: Installation (2 days.)
- Modules 2-3-4: Maintenance (1 day, each)

**Motivation Events & Team Building**
- Special Projects on request

**Fiscal Elements**
- Module 1: Basic Fiscal Elements (1 day.)
- Module 2: Annual Update Workshop - (1 day.)

**Internet and Lead Management Coaching**
- Module 1: Installation (1 day.)
- Module 2: Maintenance (1 day.)
Automotive Call Centre

CSI (Customer Satisfaction)
- Sales Customers
- Service Customers

Unsold Follow Up
- Management of lost sales on first Dealership Visit
- Planned Processes to convert into new business opportunity

Expiring Contracts
- Processes for Loyalty Products (TCM and Long Term Rental)
- Processes for Financial Products (Retail standard)

Prospecting (Manufacturer Database)
- Pre-Launch info and/or New Product Launches
- Set up appointments for Test Drive
Automotive Call Centre

Marketing Campaigns (Sales & Service)
Customer Management (before delivery)
"Cash" Customer Management, conversion adding profitability

Mystery Shopping @ Phone
Request Offer/Price/Discount and Trade in valuation
Web Contact (info and management)
Phone Contact (info and management)

Lead Management
Management and Lead Qualification (from Manufacturer or Dealer Web Site)

Invitations
Sales Events
Openning and inauguration of new Showrooms
• Total support for the Manufacturer and the Dealership to manage the Renewal Process of their customers so as to establish a Business Development Centre (BDC)
• Sending client information directly to the relevant dealership
• Making service appointments on behalf of the dealership
• 41,000 customers contacted in 2011
• 297,000 customers managed since 2004
## Cross Training Partners

### Automotive
- Fiat Lancia Alfa Romeo
- Cadillac
- Suzuki
- Ford and Ford Financial
- Toyota and Toyota Financial Services
- Volkswagen Group Italia (Seat and Skoda)
- Mercedes-Benz
- Volkswagen Bank
- Hummer
- Hyundai
- Volvo
- Jaguar
- Opel
- Chevrolet
- Land Rover
- Mazda
- Ferrari - Maserati
- GMAC
- Santander
- Fiditalia
- FGA Capital
- Yamaha
- Ald Automotive

### Main Dealer Groups
- Intergea
- Ifas
- Car World Italia
- Gruppo Laus
- Siauto
- Gruppo Loda
- Aversente
- Bisson Auto
- Piemmeauto
- Autoteam
- Authos

### Non automotive
- Luiss University
- Coface Viscontea
- Agenzie Pirelli Re
- Padova University
### Awards - DealerStat®

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For 7 consecutive years our main Partner has won the DealerStat® award for the best Sales Training delivered to their dealership network (www.dealerstat.it)
What we can offer

Crosstraining has experience and is able to support Manufacturers and the dealer network in:
• Management
• Human Resources
• Marketing
• Dealer Management Systems

for

NEW

USED

SERVICE

PARTS
What we can offer

Training and Support
Training and support is a flexible set of services provided to Manufacturers or Non-Automotive training company customers to establish and maintain high levels of training programs.

Training courses can be developed in conjunction with Crosstraining and tailored to local requirements.

Support can be given to create or develop systems through a variety of delivery mechanisms including telephone, e-mail and other channels and providing advice on problem resolution and sharing of best practice knowledge.

Train-the-trainer
To draw on our extensive knowledge to form and develop in-house resources.

Instruction on service methodologies and practices so as to carry out maintenance of the training and development.