



Activities 2012

Agenda



www.crosstraining.it

Who we
are

www.crosstraining.it

What we
do

www.crosstraining.it

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



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



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



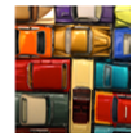
Trade Cycle

- 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



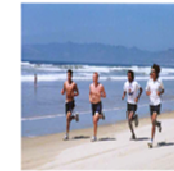
Product

- 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 (2days.)

Module 2 : Advanced Recruitment (2days.)



Sales Manager Coaching

Monitoring (3days.)

Profitability (2days.)

Human Resources (3+2days.)



TCM Technology

Basic Module (3days.)

Renewal Module (2days.)



Sales Process

Buyer Experience 1 (3days.)

Buyer Experience 2 (2days.)

Flex Training (on Dealership needs)



Analysis Used Cars Management

Module 1 : Installation (2days.)

Modules 2-3-4 : Maintenance (1day. each)



Motivation Events & Team Building

Special Projects on request



Fiscal Elements

Module 1 : Basic Fiscal Elements (1day.)

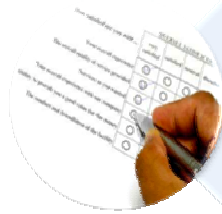
Module 2 : Annual Update Workshop - (1day.)



Internet and Lead Management Coaching

Module 1 : Installation (1day.)

Module 2 : Maintenance (1day.)



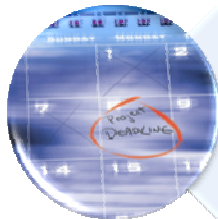
CSI (Customer Satisfaction)

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



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
Opening 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 (in cooperation with The Academy)



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**

2004		2005		2006		2007		2008		2009		2010		2011	
Porsche	3,72	Ford	3,73	Ford	3,69	Ford	3,93	Ford	4,03	Ford	3,83	Ford	4,08	Ford	3,80
Ford	3,55	Porsche	3,67	BMW	3,47	Smart	3,63	Jaguar	3,83	Jaguar	3,59	Lexus	3,61	Mercedes	3,67
Skoda	3,54	BMW	3,62	Mazda	3,46	Mercedes	3,61	Lexus	3,80	Lexus	3,52	Jaguar	3,50	Lexus	3,67
Mercedes	3,50	Mini	3,51	Mini	3,43	Mini	3,51	Smart	3,63	Mercedes	3,34	Nissan	3,42	Volvo	3,55
Jaguar	3,44	Volvo	3,42	Mercedes	3,39	Chrysler	3,50	Subaru	3,58	Subaru	3,35	Mercedes	3,41	Nissan	3,51
BMW	3,42	Saab	3,41	Jaguar	3,30	BMW	3,48	Volvo	3,54	Chevrolet	3,33	Mini	3,26	Toyota	3,49
Volvo	3,38	Land Rover	3,36	Smart	3,25	Land Rover	3,41	Mercedes	3,53	Porsche	3,33	Porsche	3,24	Mini	3,42

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.



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