

Two-Day Training Agenda: Introduction to Basic Sales/Marketing in the Automobile Industry

Day 1:

Session 1: Understanding the Automobile Industry

- Introduction to the automotive sector
- Overview of key players and market dynamics
- Trends and challenges in the automobile industry

Session 2: Fundamentals of Sales and Marketing

- Basics of sales and marketing
- Importance of sales and marketing in the automobile industry
- Sales vs. marketing: Understanding the differences

Session 3: Customer Behavior in Automobile Sales

- Understanding consumer needs and preferences
- Factors influencing purchasing decisions in the automobile sector
- Buyer personas and market segmentation

Session 4: Product Knowledge and Brand Positioning

- Understanding automobile products and features
- Brand positioning and differentiation strategies
- Creating value propositions for customers

Session 5: Sales Process and Techniques

- Overview of the sales process in the automobile industry
- Effective selling techniques and strategies
- Handling objections and closing sales

Day 2:

Session 6: Marketing Strategies in the Automobile Industry

- Marketing mix: Product, price, place, and promotion
- Integrated marketing communication (IMC) in the automotive sector
- Digital marketing trends and strategies

Session 7: Customer Relationship Management (CRM)

- Importance of CRM in automobile sales and marketing
- Building and maintaining customer relationships
- Leveraging CRM tools and technologies

Session 8: Sales Planning and Forecasting

- Sales planning process: Setting goals and objectives
- Sales forecasting techniques and methodologies
- Sales performance measurement and evaluation

Session 9: Sales and Marketing Ethics

- Ethical considerations in automobile sales and marketing
- Consumer rights and responsibilities
- Best practices for ethical selling and marketing

Session 10: Role-plays and Case Studies

- Interactive role-plays simulating real-life sales scenarios
- Case studies exploring sales and marketing strategies in the automobile industry
- Group discussions and debriefs on lessons learned