



Kuttukaran
journeys with you



A two day workshop on
**Customer Delight- Strategies
& Innovations**



Kuttukaran Institute



Reasons To Attend

- ✔ RBS of every participant is assessed and report given.
- ✔ Facilitating in setting Individual action plan.
- ✔ A step by step style flexing for productivity.
- ✔ Approach of customer satisfaction to customer Delight
- ✔ Secrets of achieving sales targets.
- ✔ Innovative approaches in Customer retention.
- ✔ Pedagogy of case analysis, role plays and experience sharing.

Kuttukaran Institute for Human Resource development (KIHRD), is incepted on 30th October, 1987. This institution hails from the Popular vehicle services group which is a dealer of Maruti Suzuki. This Institution is striving towards imparting Quality in the filed of Automobile courses. KIHRD operates under the vision of "An endeavor to bring out excellence in individuals". Institution operates with various verticals like diploma, engeneering, corporate training, skill development and job employment programmes with the motto to impart quality learning platform in the automobile sector.

Objective of the programme:

To migrate the experienced automobile sales and customer care persons of automobile sector, from customer satisfaction to" customer delight".

Target audience:

Sales and customer care professionals of automobile sector will derive the best benefits out of this programme.

Deliverables:

- ✔ To understand the basics of relationship based selling.
- ✔ To understand the various types of relationship styles.
- ✔ To identify and understand various strategies and innovations in selling skills .

Take Away's

- ✔ Recognize their and customer's relationship building style (RBS)
- ✔ Understanding the buying language of the customers.
- ✔ Create a step – by – step consultative selling process that works.
- ✔ Eliminate their frustrations and stress when it does not go their way
- ✔ Qualify their prospects more effectively.
- ✔ Exceed their sales targets' and learning to be more productive against their targets.
- ✔ Eliminate all the activities that are costing them sales time and energy.
- ✔ Learn and practice more customer delight strategies and look forward for the sales from referrals.

Schedule of the programme

Timing	Day One	Day Two
10.00 am to 11.30 am	Module 1 Tests 1,2,3 &4 Relationship Style Matrix-1	Module 4 Automobile selling
11.30 am to 11.45 am	Tea Break	Tea Break
11.45 am to 01.00 pm	Module 1 (Continued) Relationship Style Matrix-1	Module 5 Managing automobile retail sales-1
01.00 pm to 02.00 pm	Lunch Break	Lunch Break
02.00 pm to 04.00 pm	Module 2 Relationship Style Matrix-2	Module 6 Managing automobile retail sales-2
4.00 pm to 4.15 pm	Tea Break	Tea Break
4.15 pm to 5.30 pm	Module 3 Relationship Style Matrix-3	Module 7 Role Plays & Review

Brief description of modules:

Module 1:

Test 1, 2, & 3 of all participants
Introduction to RBS concept
Correlation between communication & relationship style
Relationship building styles: Four key principles
Visibility of Styles
Formation of Styles
Style Matrix

Module 2:

Cues for recognizing various styles
Attributes of styles
Advantages & disadvantages of styles

Module 3:

Style Matrix summary
Strengths & weakness of styles
Verdict: Test result
What is your style?
Measurement of style dimensions
16 styles & 6 groups
Style flexing: Rapport building
Relationship building techniques
Customers' expectations

Module 4:

Automobile selling
What is an automobile for a customer?
Customer's definition of an automobile
What is automobile selling?
How it is different for selling consumer durables?
Is consultative selling necessary?
Understanding the language of the customer
Consultative Selling - Customer centered approach
Satisfied Customer vs Committed Customer

Module 5 & 6:

Managing automobile sales in retail environment
The 7 Cs of automobile selling
6 Secrets of successful a sales manager
How to eliminate frustration in automobile sales
Rajmatrix – Golf Hole, Telephone Booth, Rail Track, Honey Bee
Demonstration of automobiles - 3 Techniques
Delivery of automobiles – moments of truth
CRM – Keeping in touch with customers
(If a car is made available for live demo, it would be better)

Module 7:

Skill Practice session
Discussion on learning outcome and sales situations
Participants practice the techniques by role play
How to:
- Identity the style of a prospect
- Identify the real needs and wants of a prospect
- Flex style to build rapport with the prospects



Profile of the resource person:

Dr. B. Raj is an experienced Sales & Marketing professional & trainer. His background in the retail environment includes diverse roles in areas of auto-finance and automobile dealership management. He has mastered numerous sales and marketing positions in Non-Banking Finance and automotive industry. His passion for helping automobile manufacturers and dealers to get a better return on their investments in human capital has resulted in development of a variety of products and services offered to our clients. He has been associated with leading business schools as adjunct/visiting professor of marketing for the last seventeen years. Renowned for mastery of his subjects and for his charisma as a Teacher & Trainer, he has carved a niche for himself through seminars, workshops, and lectures on "Understanding Consumers", "The Customer's Buying language", "Building & Maintaining Relationships", "The third side of the coin", "Rajmatrix" and "The Seven Cs". He has been also associated with various colleges and universities in North America. A number of organizations have benefited from his services via intensive in-house training. With wide range of talents, skills and hands-on experience in specialized areas, he imparts training with a different approach and the latest in training techniques.

He has done a detailed research at doctoral level in the area of CRM, and has developed training modules (business process & management techniques) for companies to enable them to address the emerging needs and lifestyles of their customers. He has presented his research paper on CRM at 2nd annual Conference on marketing research at IIM-Ahmedabad.





Dear Delegate(s),

I know selling automobile these days is not an easy task. Consumer behaviour, expectations, markets, segments and business environment has changed drastically with the advancement of automobile and information technology. I learned selling in a hard way. I always tried to make the selling as simple as possible. Can we sell automobiles the way we used to sell ten years ago? The answer obviously is a big NO. Let me share with you the outcome of my research work in the area of automobile marketing. A research study was undertaken to understand the recent changes in behaviour of automobile customers. Some of the findings and conclusions derived from the research study are:

- ✔ All satisfied customers are not the loyal customers. Many satisfied customers do not have the feeling of brand loyalty. The main reason for customer retention is the customer's relationship with the auto dealer.
- ✔ The two main purposes of automobile buying are convenience & status. But the main reason for customer satisfaction is the performance of the automobile, mainly attributed to the technology. The reason(s) for buying the car, prior to buying and after the buying are found different in many cases.
- ✔ High quality of car (responsible for flawless performance) generates "satisfied customers" automatically. In other words, customer satisfaction has become a built-in feature of the hi-tech automobiles and customer gets it along with the automobiles. Customer places more importance to the technology than to the auto dealer. Therefore customer satisfaction is not enough for customer retention.
- ✔ Concept of car purchase on "EMI Basis" has converted capital expenditure into revenue expenditure. Therefore, customers perceive technically advanced maintenance free automobiles as "White goods" and auto-dealers as "Commodity Retailers".

I am sure my training program will help learn the latest in automobile selling and improve your performance.

I look forward to meeting you in the training program.

Dr. Baldev Raj

Dates of the programme: 25th and 26th of November 2014.

Registration fee: 7,500

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Venue

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