

Enhancing Marketing Strategies with Creative Sales Execution!

The Leader in Australia & New Zealand, in Automotive Go-to-Market Strategies & Clever Execution Methodology - due to vast experience and success working within the industry and as a result of continual research into Customer 'receptiveness'... since 1984

Toyota New Zealand

(over a 2 year contract)



- Designed their complete After Sales Customer Follow-up Programs for Sales & Service
- Designed and Released their comprehensive Customer Retention Program
- Created and Released their Sales Prospecting Program... which included
- The Direct Contact & Unique test-drive program which sold-out the new Camry prior to its planned Media launch... a high class problem!!

Holden, Mitsubishi, Toyota Australia



- Designed and presented various Customer Service Programs for their Service and Parts operations
- Facilitated/MC Service & Parts Conferences
- Created innovative pro-active Sales Methodologies which produced measurable results
- Completely redesigned the Holden Pitstop Tyre Strategy from Supplier Agreements, to Selling Methodology, to Launch process

Mercedes-Benz & Van Division



Mercedes-Benz

- Designed and presented their Fantastic 4 reactive and pro-active Selling Strategy based on Customer Focus group findings
- Facilitated/MC Service & Parts Conference at the C63 Launch - Bathurst
- Sales Engineered specific pro-active methods for their innovative 'Red Van' travelling road show

Yokohama



- Consulted to the Management Team in respect to the strategy required to release their new C.drive tyre
- Researched and designed the Tyre Tests, crucial to the track drive days
- Created the test comparison methodology and instructed the Driver Trainers
- Developed the complete Launch sequence and oversaw the manufacturers material to be presented
- Provided the complete execution program throughout Australia, including extensive follow-up initiatives
- And then 6 years later successfully repeated the format for C.drive 2

Pit Stop New Zealand

and similarly with
ABS in Australia



- Over many years, developed various Sales Methods
- Researched and launched a specific program to enhance their ethical add-on Sales methodology
- Completely designed their Strategy to move from reliance on on-demand repairs of exhaust and brakes, to becoming effective in selling Preventative Maintenance Checks and Servicing...this was achieved over a structured period of 2 years with the outcome being now a significant increase in 'service' business of an ongoing nature... now 50% of their Business.
- Years later, revisited their go-to-market strategy and introduced a unique fresh approach to keep them ahead of their competitors

Ultra Tune Australia



- Designed their log Book Service Selling Methodology & Released it to their Stores Nationally
- Released their Digital Marketing Strategies to the National group
- Provided Customer Retention strategies and scripted materials

Burson Automotive



- Created their Go-to-Market Selling Methodology & Released it to their 100+ Reps Nationally... with significant success
- Designed their Reps Conference supplier format and vetted info
- Delivered a specific Sales Strategy segment at the Reps Conference which resulted in a 300% increase in sales of a specific \$8k product line

Bob Jane T-Marts,
spanning 1985 to 2011, including
a 10 year exclusive period



- Created advanced Telephone Skills Programs, which we developed – to achieve significant increase to T-Marts performance
- Researched & Developed a unique Customer Contact program for Face-to-Face selling, which included specific use of merchandising tools – Huge Sales Success
- Produced specific programs to sell targeted product from specific displays
- Developed Customer Profile awareness sessions, which enabled T-Marters to more quickly develop & close the sale
- Trialled and developed unique selling methods, to sell away from advertised lines in an ethical & safe manner, with exceptional success
- Created a Plus 1 fitment sales methodology, which excited Customers to buy wheel & tyre packages, from initial replacement tyre only scenarios
- Introduced the “plus ½ fitment” up-sell terminology, (that is 205/65R/15 to 215/60R/15) and developed methods which resulted in many stores converting up to 50% of 205/65/15 OE replacements to 215/60/15 (with better margin !!)
- Researched effective ways to sell wheel alignments to segments, which were being missed – introduced scheduling and sales methods to achieve this
- Created a 30 second Lock-nuts sales pitch to be used at a specific time during the sales process, which resulted in most stores placing
- \$1000s on their bottom line each year – plus the Customer had paid for the privilege of being totally satisfied
- And a host of other sales initiatives in conjunction with Marketing Strategies
- Provided complete Conference MC/Facilitation/Anchor role at a number of the groups Conferences, and Presented specific Keynotes at others

Tyrepower



- Created a specific program for the Southern Region to assist the Stores to convert a higher number of Phone enquiries
- Researched and then Presented a ‘stirring’ High-Impact Conference Key-note to the ‘founder’ David Tucket’s brief, as the first major step to, as David put it, “give the National Board some teeth”
- Developed and Presented at the Queensland Conference on 2 x occasions, to further promote Sales Success Enhancement
- Provided innovative Marketing and Sales Execution opportunities for consideration by the board

Bridgestone Australia



- Provided our Total Conference Facilitation Service for the BTC Conference in Adelaide
- Presented Phone & Face-to-Face programs of a condensed nature in Vic, Tas & S.A

Bridgestone N.Z

spread over more
than 10 years



- Deigned Phone & Face-to-Face processes for their specific market and delivered the sessions throughout New Zealand
 - Consulted to the 'Lack of Premium Product Sales' strategy meeting
 - Worked with the Executive Team to design track test days, which resulted in having the store managers discover the differences in the various tyres
 - Designed the complete Sales & Education process of the track days and delivered the sessions ... the outcome was a measurable lift in premium product sales
- NOTE:** *The secret to the success of this program was how we collectively identified what a premium tyre was to each market segment (that is, one-level up from what they would have bought; not necessarily a 'Premium' Tyre) and then how that tyre should be sold to that segment*
- Completely Re-Sales Engineered the Face to Face sales process via developing their Job Card into an effective 'Sales Tool', which uses a specific Customer involvement Psychology to improve sales of higher end product and purposeful add-ons

Capricorn Society

Presented at, and or Facilitated
4 x International Conference



- High Impact road-tested how-tos for the W/shop owners
- Go-to-Market Interactive Sessions for Suppliers
- Unique one-on-one 'taped' 30 min Consulting with Delegates

Pedders Suspension



- Engineered their Complete Selling Methodology during the mid 90s
- Introduced an enhanced sales system for effective use of the RO
- Developed the PIOC system for identification of priority repairs
- Researched their Customer base to identify the most appropriate selling methods for their on-demand repair enquiries and 'spoil yourself' enquires... created a simple yet very effective sales methodology
- Facilitated and Presented at a number of their National Conferences

"You are at the forefront of your profession"

Ron Pedder - Chairman Pedders Suspension

Thanks for reading to this point... I'd be more than happy to take a call from you and 'gift' some of my expertise to assist you with your Auto Industry Challenges. I've not found a scenario yet, that I have not been able to add-value to achieving the desired outcome...it is ALL about the outcome!

COLIN BOCKMAN

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