

World Shopper Conference iberian 2019

The Innovation event
in Automotive & Mobility

WSC® i19

future

get ready for the future

AFTER SALES GROWTH OPPORTUNITIES & CHALLENGES in the
AMERICAN & IBERIAN MARKETS

* 25€ - 40€ per work order increase *



Greg Hall

Founder & Executive Director
Apple Energy Group
Apple Energy Group Iberia

World
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appleenergy
GROUP



TODAY'S WORKSHOP AGENDA

5 minutes

WELCOME. INTRODUCTIONS. OBJECTIVES.
INDUSTRY REPRESENTATION. HISTORY. CHANGES.

10 minutes

LIVE NEWS FROM A TEXAS DEALERSHIP
DIVE INTO AN AMERICAN SERVICE DEPARTMENT TO SEE THE CHALLENGES
AND THE OPPORTUNITIES

20 minutes

AFTER SALES GROWTH & IMPROVEMENT
THE OPPORTUNITY. THE CHALLENGE. THE SOLUTION.

10 minutes

SUMMARY & ACTION ITEMS



SOME CURRENT RESULTS & WHAT AFTER-SALES MANAGERS ARE SAYING IN AMERICA

AFTER-SALES GROWTH & IMPROVEMENT PROGRAM

Currently Providing Coaching & Training to over 620 Brand Retail Dealerships across America

☐ Recent JD Powers Results

Managers were asked if they preferred “Live In-Store Coaching & Training” vs Pre-Recorded Online Videos

☐ What Managers are Saying



RESULTS

❑ Current Results

- ❑ 43 OF THE TOP 50 AFTER-SALES CONSULTANT WERE IN THE LIVE IN-STORE COACHING & TRAINING
- ❑ From the 620 plus stores having the LIVE IN-STORE COACHING & TRAINING saw a significant increase in Sales & KPIs

What Makes a Campeão a Campeón





What Separates Winning from Losing?





Practice Practice Practice of the
Fundamentals

What Separates First from Second Place?









The Honest Advice of a Coach and the Courage of Humility to Listen

What is Coaching and Managing?

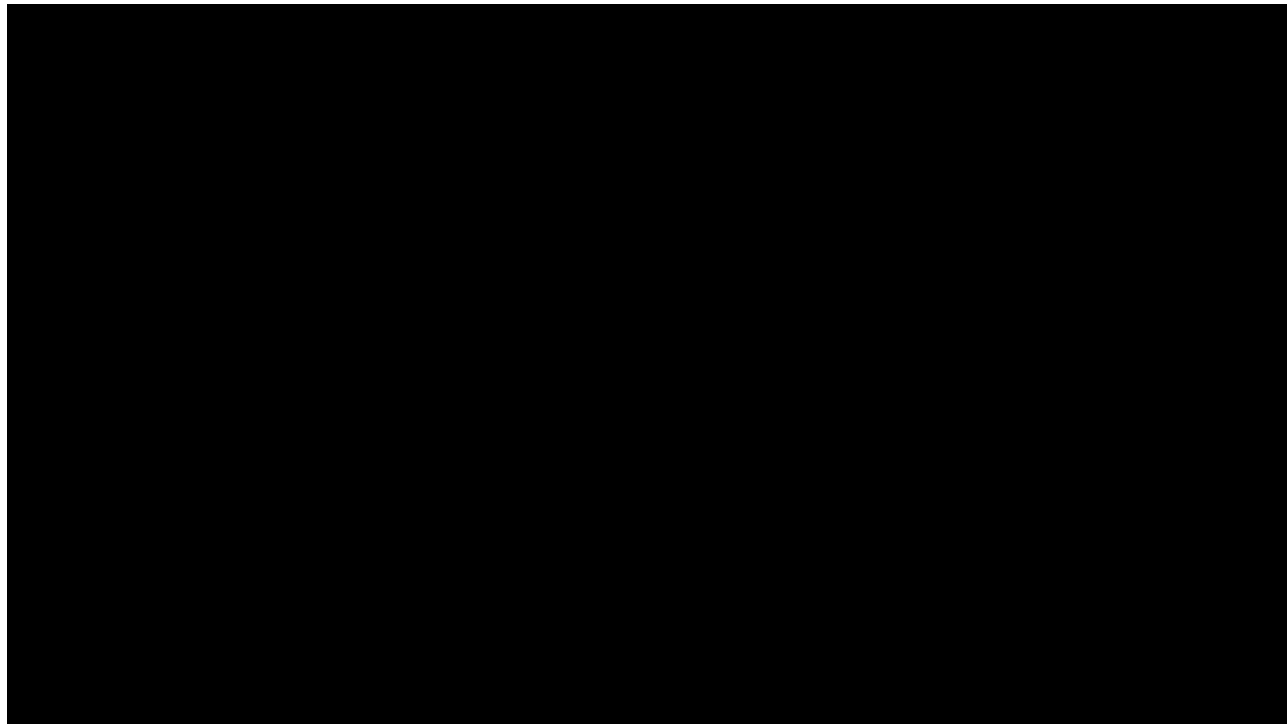
WELCOME TO DALLAS, TEXAS

INCREASE SALES > MAINTAIN HIGH CSI > GROW PROFIT MARGINS.



“Applause”

MR. RANDALL SHUTTER
PARTS & SERVICE DIRECTOR
TROPHY NISSAN
BERKSHIRE HATHAWAY AUTOMOTIVE GROUP



Are There Opportunities?

PROCESS. PEOPLE. PROFITABILITY.

Are There Challenges?

PROCESS. PEOPLE. PROFITABILITY.



AFTER SALES GROWTH & IMPROVEMENT

Portugal & Spain • 18th MAY

**World
Shopper**
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AEG 
Inspire. Inform. Improve.

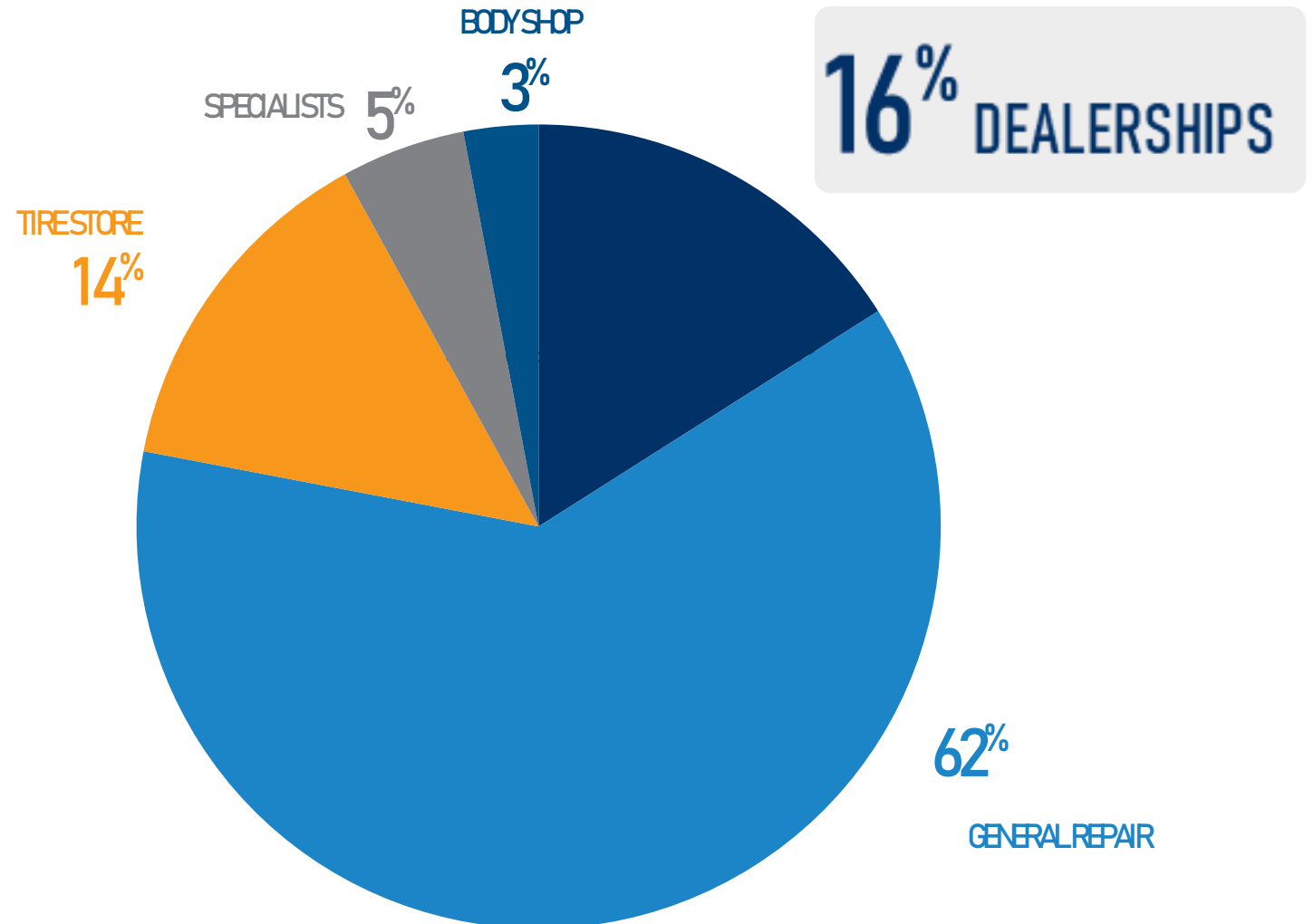
THE OPPORTUNITY

DEALERSHIPS ARE LEAVING MONEY ON THE TABLE

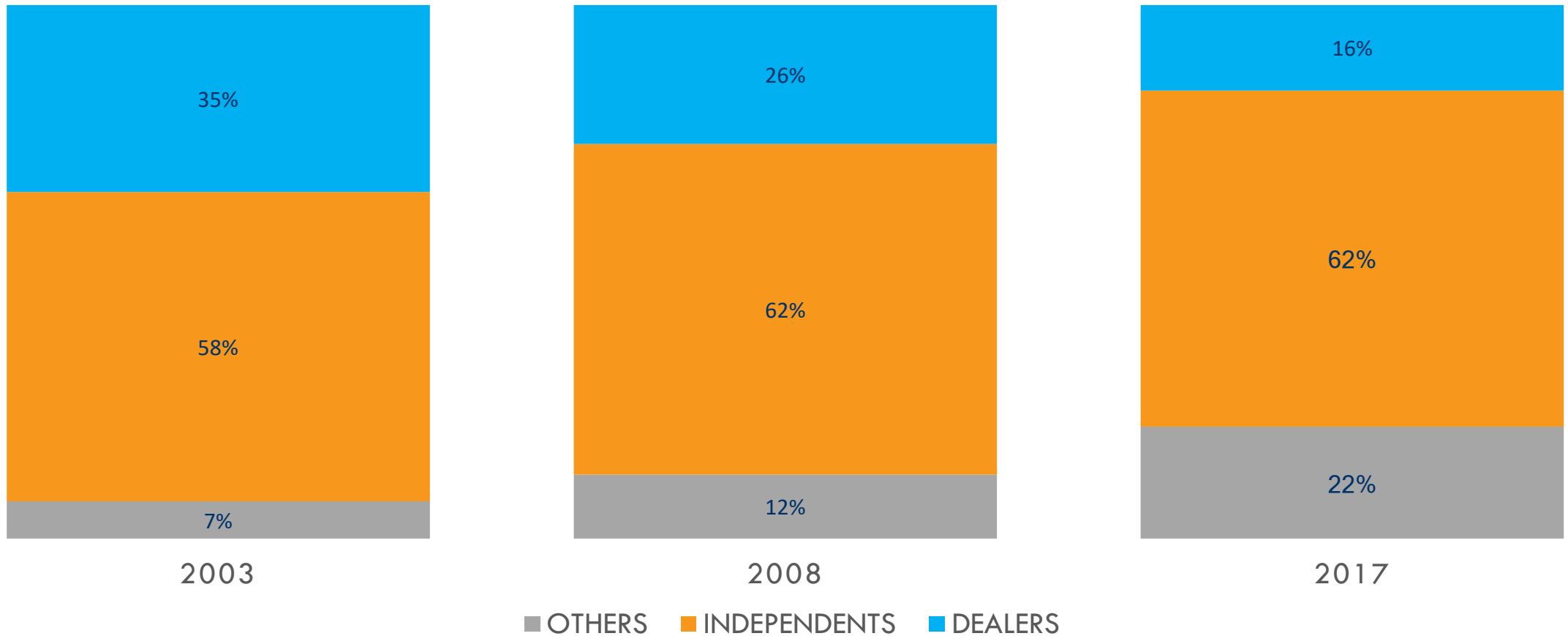
LESS THAN 1 IN 6 SERVICE VISITS ARE CONDUCTED AT A DEALERSHIP

In Portugal, dealerships are leaving money on the table when it comes to maintenance and repair services.

In fact, only 16% of total service visits occur at a dealership.



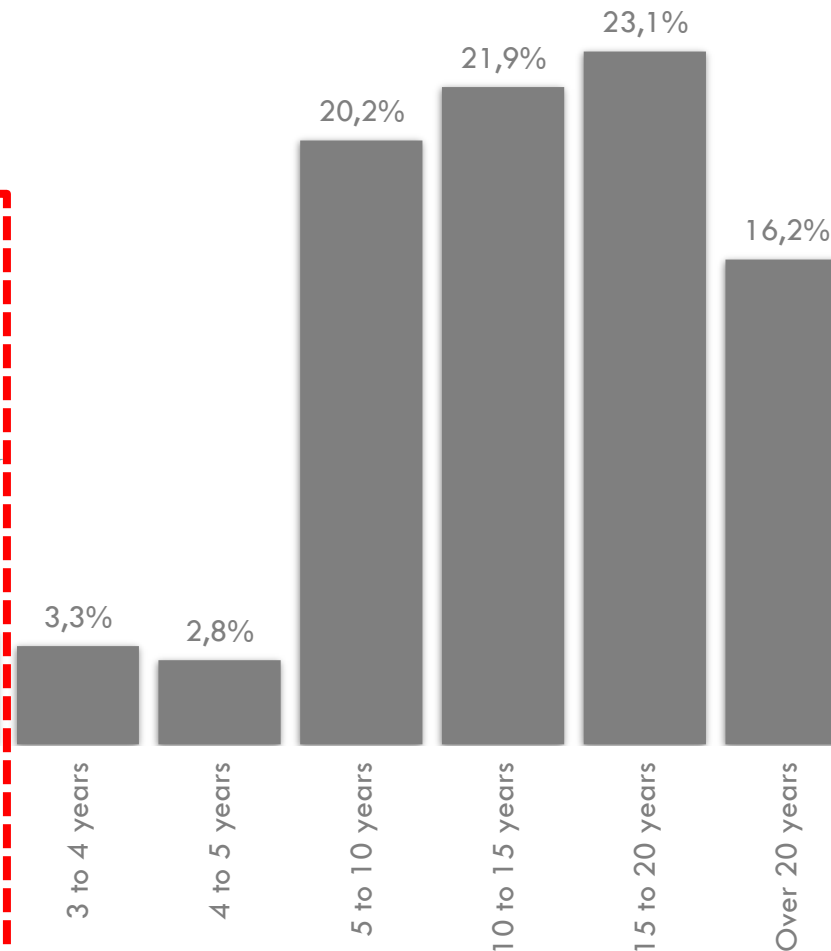
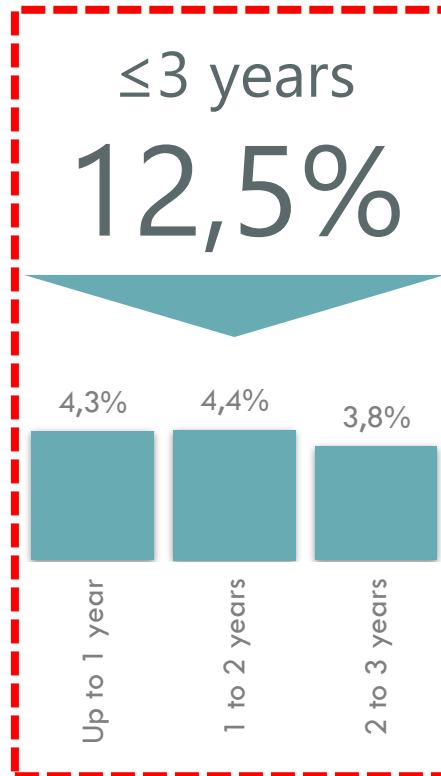
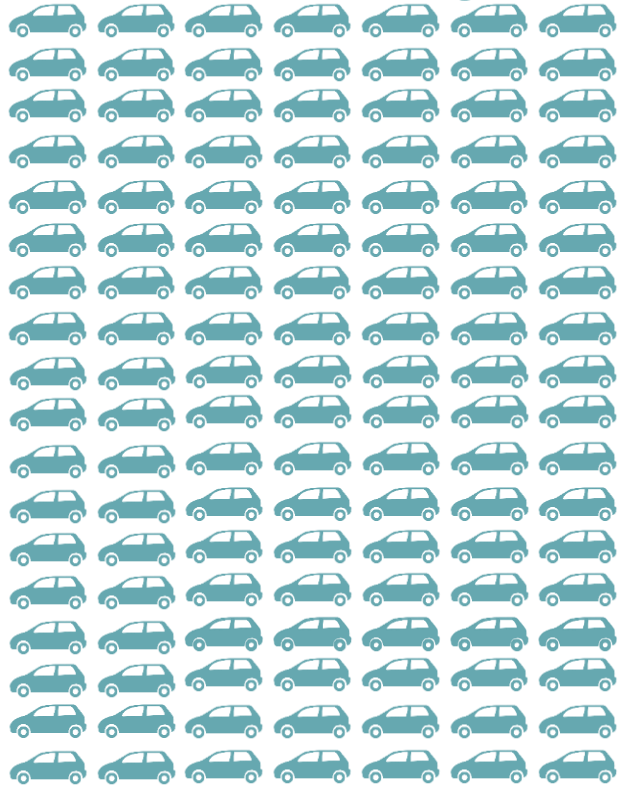
MARKET SHARE IN PORTUGAL



CAR POPULATION IN PORTUGAL

4.800.000

Cars in Portugal



average age

12,6

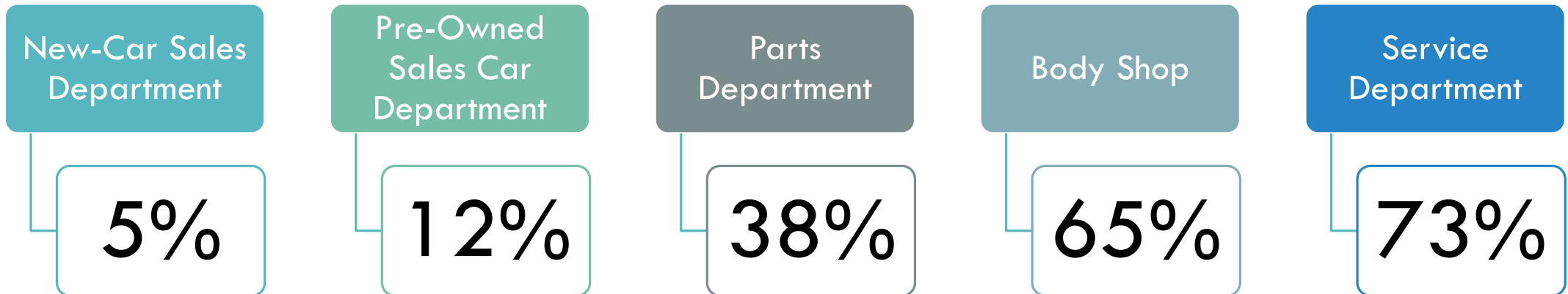


61,3%

≥10 years

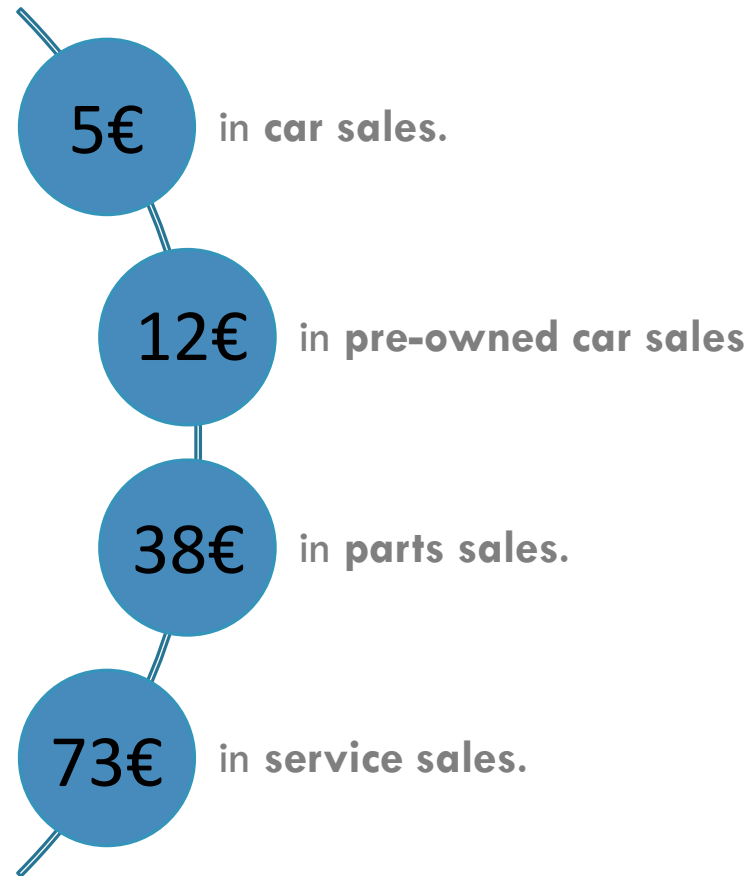
MARGINS AT THE DEALERSHIP

What do you think is the Average Profit-Margin Per Department in America?



WHAT IT MEANS IN EUROS

For every 100€ made in Sales, the Gross Profit is?





AFTERSALES GROWTH QUESTIONS

Where would you want to place some focus?

FACTS

1.8MM€

SPENT ON SERVICE

Consumers spend 1.800 millions on servicing their vehicles each year in Portugal.

16%

SERVICE VISITS OCCUR AT DEALERSHIP

Only 16% of total service visits are conducted at a brand dealership.

85%

SERVICE DEPT. INFLUENCES PURCHASE DECISION

85% of customers said their experience with the service department influenced their likelihood to purchase another vehicle from that dealership¹.

Dealerships must identify and adopt new ways to more effectively **“sell” their service department.** Ultimately, a strong maintenance & repair customer service experience can lead to future sales and referral business.

¹Source: Cox Automotive Maintenance & Repair Study, 2016

THE CHALLENGE

Customers Want to be Delighted

THIS AT&T ADVERTISEMENT CAPTURES
WHERE WE ARE IN THE SERVICE INDUSTRY





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Obrigado!



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