

# Local Accessory Product Training

Concept introduction



- Introduction
- Our Proposition
- Methodology
- Value for Car Dealers
- Value for Car Makers
- Benefits



Automotive Knowledge Center is Unique Platform to transfer and share the knowledge, E-learning, testing and certification of trainees within following automotive market environment's units:

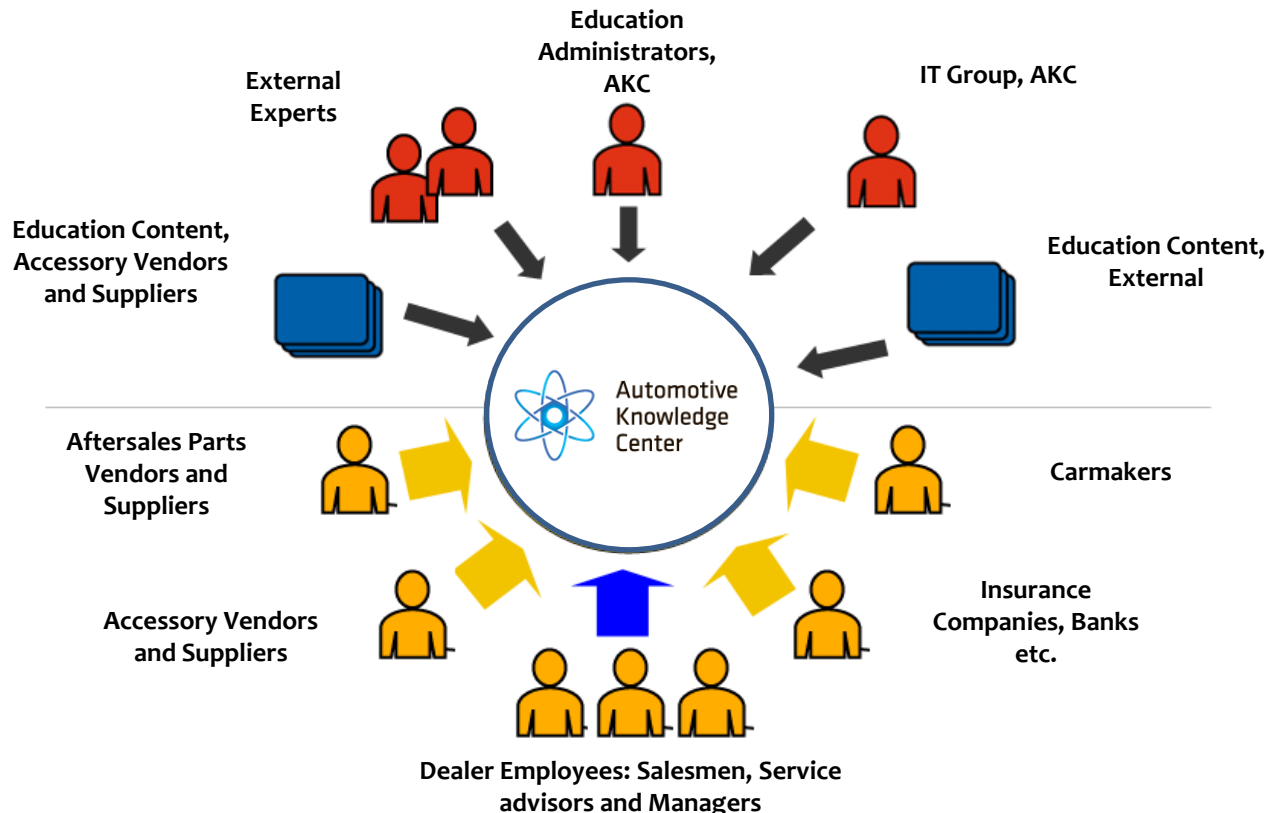
- ☞ Carmakers
- ☞ Car Dealers
- ☞ Aftersales Parts vendors and suppliers
- ☞ **Accessory vendors and suppliers**
- ☞ Insurance companies
- ☞ Banks



## Our Proposition



AKC's Goal is to provide valuable and highly skilled services for **Accessory vendors and suppliers** to deliver products and sales skills training to Salesmen, Service advisors and Managers of Car Dealers





### E-Learning Process

**Accessory vendors and suppliers** are delivering products and sales skills training to Salesmen, Service advisors and Managers of Car Dealers via AKC Platform

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Education process is based on **Learning Management System (LMS)** – On-Line based training

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**Carmakers' support** to Education process is essential to reach out high level of education output

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**Testing and Certification** is a motivation to trainees

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Education **stimulation and marketing support** to Accessory vendors and suppliers is a part of AKC's proposition



**E-Learning Content:**

**Local Accessory Products:**

- Product Training
- Sales skills training
- Installation training
- Aftersales support

**Business Skills training and development:**

- Manager’s skills training
- Sales Academy
- Project Management Academy
- Supply Chain Management Academy
- Lean Manufacturing Academy
- Management and Marketing Academy

**Insurance Products Training**

**Banking (Mortgage) Products Training**

- Accessory Sales Increased
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- Sales Skills improved
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- Managements Skills improved
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- Customer Satisfaction Improved
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- Brand Loyalty Improved

E-Learning Content at Automotive Knowledge Center is  
**Free to Dealers and Carmakers**

## Benefits



### Effectiveness

- Deliver education to Dealers 24/7/365
- Deliver education to Dealers regardless location and destination
- Education is available once Internet connection is set



### Staff Turnover

- Any employee can get access to Education
- New staff can get knowledge (Product and Sales skills)
- No need to Dealer spending for staff biz trips to carmaker training center



### Instant Result

- All Dealer Salesmen get New product information instantly
- Special Offers and Promotion Campaign are delivered instantly
- Sales output appeared much quickly



### Brand Loyalty

- All Dealers' Salesmen deliver same service and sales skills level to customers
- Salesmen create trust to Customer and raise satisfaction



### Dealer Care

- Carmaker delivers care to Dealers and help reach sales objectives
- Carmaker builds trustful relation with Dealers