



# Car-Part

## Consultative Sales Training Workshop

### Car-Part's Need

Car-Part.com offers online tools that simplify the inventory management and auction processes for the used auto parts market. The company recently developed a new inventory management system and software application that makes the process of buying and selling parts more streamlined and convenient. In short, Car-Part took a time-consuming and complicated workflow process and made it more efficient by automating it. Following these improvements, however, it became apparent to the company that their sales employees were merely selling products to customers rather than whole solutions. Car-Part realized that in order to achieve significant sales performance improvement, they needed a more systematic and robust sales process that would help their employees learn to ask questions that uncover customers' needs and successfully position and sell Car-Part solutions. The company had planned a sales conference that was quickly approaching. Therefore, Car-Part enlisted the help of Accelerated Business Results (ABR) to deliver a comprehensive sales training program as part of the conference.

### The ABR Solution

In order to successfully implement this solution, ABR needed to quickly learn about a completely new industry. To do this, the ABR team immersed itself in Car-Part's culture. In approximately one month's time, ABR completed a full data collection process and customized a two-day instructor-led training program focused on providing salespeople with a clear and effective sales process that would enable them to consult with customers and provide full solutions instead of à la carte products. Highlights of the program included:

- An explanation of consultative selling
- A step-by-step sales process
- Customized examples and scenarios relevant to the Car-Part audience
- Planning techniques and tools for on-the-job use

To equip the Car-Part training team with everything they needed to deliver the program, ABR created a Participant Guide, Sales Call Planner, and Leader's presentation with detailed facilitation notes. In addition, an ABR facilitator delivered the training program to the 36 participants at the conference, which included individuals in a variety of sales-related roles. No standard salesperson role existed in this audience, therefore ABR tailored the program appropriately. The result was a highly interactive workshop that included customized scenarios, role plays, and planning tools.

### How ABR Helped Car-Part

The ABR team was extremely successful in quickly learning about this industry and collecting the information needed to provide an engaging and valuable training program for Car-Part. In just four short weeks, ABR created and facilitated training that was extremely well received by participants and supplied them with a standard, consultative sales process, enabling Car-Part employees to move beyond selling individual products and instead provide whole solutions to their prospects. In addition, a skilled ABR facilitator led the conference session, which took the worry of facilitation ramp-up out of the equation for Car-Part.