

ICON BUSINESS SOLUTIONS INDUSTRY CASE STUDY CAR DEALERSHIP

Summary: Managing rapid business growth for long term sustainability

Client/Industry: Volkswagen Van Dealership

The Goals:

To have a roadmap for growth – business had doubled in the previous year but there was no clear measurement of profit and future planning to sustain the growth. A strategy for growth with clear metrics was required.

Business in Profile:

The turnover of the business had doubled in the previous year. Due to growth they are looking to expand into new premises.

Challenges:

The company was going faster than the business owner could handle. Turn over had doubled in the previous year.

The business owner had no idea how many enquiries he was getting and how many of these he converted into a sale. He had no measurement of what the salespeople were achieving and needed to change his mindset in terms of delegation.

Strategies

Gathering all the figures and flow of information so the business owner had it all to hand. We worked with the owner to free up his time, by putting in a plan for recruitment. We measured sales performance individually for each of his salespeople and crucially for himself.

What we found out:

- He was making by far the most sales. His salespeople were making very few and they were losing sales daily.
- By simply measuring sales conversion it increased the performance of the sales people.

Outcome:

- Increasing the performance of the sales people allowed the business owner to pull away from a sales focus and start working on growing the business.
- The owner now has the knowledge to plan for future growth and has a clear vision of where the business is going.