



ABOUT MINDCOACH

A guide to MindCoach core programmes

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MindCoach has been delivering first class training, coaching and sales events to the Automotive Industry for over 16 years.

With a team of over 20 exceptional associate Consultants with high level industry experience, MindCoach are well placed to deliver a diverse portfolio

of proven programmes that help dealers, dealer groups and manufacturers meet and often exceed their ambitions.

MindCoach has the capacity and capability to deliver small or large scale programmes nationally and internationally. We can help an individual retailer or a global manufacturer.

In the following pages we will summarise our key products unique characteristics and how they will help your business flourish as they have so many others.

PRODUCTS

A summary of the MindCoach Portfolio

Core Programmes

The MindCoach portfolio of programmes currently consists of 3 key areas:

1. Sales Event Delivery
2. Training & Coaching
3. SmartText

1. Sales Events

We offer two main types of Sales Event:

Man From The Factory

An accompanied 5 day event.

Instant Traffic

A 2 day training and guided calling event (first 2 days of MFTF).

2. Training & Coaching

Here we focus on skills training for improved performance and legacy:

IBEX - Inbound Excellence

A programme designed to give exceptional skills to sales teams and management in gaining the best possible conversion of enquiry to appointment.

AFTEX - Aftersales Excellence

A programme designed to increase the sales capability of the after-sales team, focusing particularly on Red

& Amber sales opportunities with found work in the Vehicle Health Check.

3. SmartText

SmartText

SmartText is a product that we have the distribution rights for in the UK and Europe (apart from Ireland) and is an interactive text service for alerting customers to a specific message. Relevant for Sales events, service departments, new product releases, anything you want to tell your customers on mass.

MindCoach Academy

MindCoach has built its reputation and place in the automotive market primarily with our sales events and training and we have now launched our rapidly growing online learning tool, the MindCoach Academy.

The MindCoach Academy offers online, self paced learning for individuals with the following programmes:

Outbound Sales Call Masterclass

Managing For Performance

IBEX - Inbound Excellence

Personal Impact

Please see <https://academy.mindcoach.training> for programme details.

PRODUCT DETAIL

Programmes in more detail

Man From The Factory

Duration: 5 Days

Considerations

What is your schedule for events this year?

What kinds of events do you typically run?

How good have the results been for you?

What was your appointment to sale ratio?

Did the event involve training for your team?

Have your team gained valuable skills as a result of previous events?

When is your next event planned for?

How far in advance do you plan your events for the year?

Overview

The Man From The Factory is a complete 5 day event where our consultant 'The Man Form The Factory', is on site with the business for the full 5 days.

The first two days are spent on training and coaching the team and managing the guided call out sessions to drive the maximum number of quality appointments for the event.

Days 3,4 and 5 are the sales event itself, where the emphasis is on the customers meeting the 'MFTF' to help them get the beset possible deal in this time limited, special event.

Additionally, our consultant will continue coaching the team, which really helps embed new skills and culture in the business, whilst managing the event itself.

Outcomes

- There are many outcomes for the business and individuals as follows:
- An instant boost in sales. Our current average result over the last 150 MFTF events is a 76.5% show up rate and a 72.5% appointment to sale ratio. (That includes the more recent remote events in the data).
- The average number of sales per executive currently stands at 5.31 over the last 150 events.
- MFTF is the best performing sales event we know of in the industry AND it leaves a legacy of skills for the individuals and the business.
- Clients love it and their customers love it too.

PRODUCT DETAIL

Programmes in more detail

Instant Traffic

Duration: 2 Days

Considerations

What is your schedule for events this year?

What kinds of events do you typically run?

How good have the results been for you?

What was your appointment to sale ratio?

How did that compare to a typical week and your best ever weeks trading?

Have your team gained valuable skills as a result of previous events?

Did the event involve training for your team?

When is your next event planned for?

How far in advance do you plan your events for the year?

Overview

Instant Traffic is the first 2 days of the Man From The Factory, but for your own managed event. It's all about driving the maximum number of appointments to your dealership by giving your own team the skills to create those appointments, therefore leaving a legacy of skills behind.

We train you and your team on day 1, then manage the call outs sessions on days 1 and 2. On day 2 we refine learning with one on one coaching for every team member.

We can deliver on-site with your team or we can run the event as a 'contactless' version where we train your team and management and hold the guided callout sessions via Zoom..

Outcomes

The outcomes for Instant Traffic events are as follows:

- A high level of proactively generated appointments.
- The client can use Instant Traffic to drive volume to their own event of any kind.
- We leave a legacy of enhanced skills with the team and the business.

PRODUCT DETAIL

Programmes in more detail

IBEX - Inbound Excellence

Duration: 2 Days

(+20 weeks followup and optional days)

Out of 10, how many inbound enquiries do you convert into sales appointments for:

Telephone?

Email?

Live Chat?

Considerations

What training has your management team had to be help them become exceptional leaders?

How well do your managers manage your teams performance?

If you converted 6 or more of every 10 leads to your business, what difference would that make to your bottom line?

How much does it cost to generate one inbound enquiry? (Industry average is £385).

How long can you go on wasting those expensive opportunities?

What impact would it make to your business if the emotional intelligence and the ability of everyone in your team to manage their mindset was improved?

What's your average PPU on new and used?

How many extra sales would it take to cover the cost of this programme?

Overview

IBEX is the unique Inbound Excellence programme that helps dealers massively increase the conversion of inbound opportunities, whether through telephone, email or live chat into quality appointments.

Where the industry average is between 20% and 30% depending on the quality of measurement, IBEX brings a consistent conversion of over 60% and many businesses average is in the 70%-80% range.

But IBEX is about more than great technique, we also focus heavily on behavioural coaching and leadership capability to coach their teams for performance.

Therefore, the true value of the programme, although easily justified in the upturn on conversion, has many other benefits that transfer across the business for an almost incalculable benefit.

Outcomes

- Vastly improved conversion of incoming enquiries to the business and therefore many more sales.
- Consultative sales skills that can be transferred to all areas of the business.
- Behavioural and Personal Impact coaching that helps the team be their best selves, more often.
- Coach the coach skills for leadership, helping them communicate, manage and develop their teams across the board.
- We stay with the business online for 20 weeks, giving us the ability to continue to develop the skills and outcomes until they are really cemented in the businesses culture.

PRODUCT DETAIL

Programmes in more detail

AFTEX - Aftersales

Excellence

Duration: 2 Days*

(+20 weeks followup and optional days)

*Additional days are required for Technician Video training where needed.

Considerations

What percentage of both red and amber work do you currently convert into sales at present?

Do you use video for the on-ramp call?

How effective are your technicians at producing consistently good quality VHC videos?

How confident are your advisors to use those as part of the on the ramp call?

What percentage of VHC's get a video?

What percentage of those videos are sent?

What training has your management team had to be help them become exceptional leaders?

How well do your managers manage your teams performance?

How would you rate your advisors sales technique from 1-10?

How would you rate your advisors communication method from 1-10?

What impact would it make to your business if the emotional intelligence and the ability of everyone in your team to manage their mindset was significantly improved?

Overview

AFTEX is the After-Sales programme that brings high quality sales technique and method to your advisor team to help them close many more Red and Amber opportunities, whilst also improving customer satisfaction across the board.

Focusing on Technique, Behavioural Coaching, Coach the Coach for leaders and working with the technicians on their VHC videos, MindCoach help bring the absolute best out of the after-sales teams and their opportunities.

The impact on the business can be substantial, both financially and in the long term skills of your team and management.

Outcomes

- Improved Red & Amber Sales.
- Higher customer satisfaction.
- Excellent VHC video creation skills for the technicians.
- Behavioural and Personal Impact coaching that helps the team be their best selves, more often.
- Coach the coach skills for leadership, helping them communicate, manage and develop their teams across the board.
- We stay with the business online for 20 weeks, giving us the ability to continue to develop the skills and outcomes until they are really cemented in the businesses culture.



PRODUCT DETAIL

Programmes in more detail

SmartText

Considerations

What methods do you use to contact your customers in bulk?

Are those communications trackable?

Are they personalised?

If you could send a message to your customers and know instantly who has shown interest, who wants to book an appointment, would that be good for your business?

What is the next event, launch, piece of information you want to tell your customers about?

What are your current plans for delivering that message?

What level of response do you get from emails?

Detail

If you want to communicate with your customers on mass, but in a personalised manner and with completely trackable results, then SmartText is the most cost effective method we know of.

SmartText sends an SMS message to your customers name "Dear John" or "Hi Mark" for example. In that SMS is a link to the SmartText, which is an HTML based, personalised and animated message which could be about anything you want to tell your customers about:

Sales Events

Product Launches

Service Department Offers

Winter Check Reminder

Opening Hours

Change of Location

It can say anything you want it to and you can see who received the text, who opened it, who clicked for more information and who clicked to book (if applicable).

Potential Uses

- New opening times
- Service department offers
- Sales offers
- Events
- Winter check reminders
- New vehicle launch

TESTIMONIALS

Here is what MindCoach clients say...

"Yes, very positive event. Exceeded expectations. Andy had the team buzzing, showroom footfall was outstanding, over double our expectations. A1."

David Dolan - Operations Manager Bright Ford

"Very successful! Delighted with the end result."

Nicky Smith - Dealer Principal N Smith & Sons

"The real USP for the MindCoach Team, and specifically the Man From The Factory event, was that unlike many other providers of a similar service, the emphasis was not solely on generating a board full of appointments. The MindCoach Team were as invested as the Sales Managers, and Sales Executives in firming up the appointments, ensuring we were prepared and had done our homework prior to the customers arrival, and crucially meeting and greeting each appointment. This really adds weight to the Man From The Factory event, and when needed, the re-introduction to close the deal was natural and seamless. Needless to say the energy and tenacity the MindCoach Team demonstrated throughout the event was second to none, as was the live reporting system that allowed us to track progress (across 5 branches) at the touch of a button. Without doubt, the most finely tuned event was provided and would thoroughly recommend. Full of theatre, organisation and passion."

Harry Pearson - Hendy Ford Franchise Manager Hampshire

"Solid result in very challenging circumstances. Cliff was awesome!"

Richard Lane - Head of Business TrustFord

"Another amazing week with the support of Tony Doidge and the team at York. You get out of these what you put in!"

Tony Christmas Fleet & CV Manager Stoneacre

"Our recent Man From The Factory event was a tremendous success, and really gave us a quick injection to the first quarter of the year. Historically, it's difficult to get sales teams to fully engage with prospecting events, especially when a third party is involved, but I felt that your MindCoach consultants' approach really got the team together. He got to their level, got them onboard, the result of which was a group of individuals getting behind an event because they wanted to...not because they had to! Not surprisingly, we achieved the highest ever appointment kept percentage, and consequently, our highest conversion to sale."

Duncan Cunningham - Operations Director Belmont Group

"Daryl was great, the team really enjoyed having him here and all took something away from his coaching. Would love to have him back next time!"

S French - Sales Manager Hendy

"Excellent, very successful!"

James Foley - Sales Director Cavanaghs

"Very worthwhile. The 'turbo charger' that we needed to put Plymouth top of the group! Michael excellent as always."

S Chillcott - Group Commercial Manager Vospers

"The additional training and focus will reap real rewards for your business."

Karl Williams - GSM Bridgend Ford

"Martin was first class in his attitude and has made the two days successful and enjoyable. I look forward to seeing the fruits of all the hard work!"

Mike Toombs - Head of Business Lancaster BMW



CONTACT MINDCOACH

Get in touch with us today to see how we can help you reach your business goals

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