

SNEAK PEEK

WHAT YOUR DEALER NETWORK REALLY WANTS YOU TO KNOW

AN ANALYSIS OF DEALER SURVEY RESULTS



THIS REPORT IS ALL ABOUT THE PERSPECTIVE OF DEALERS.



WHO ▶ YOUR DEALER NETWORK

We had 219 respondents, mainly comprised of general repair shop owners, technicians, and managers. In other words, we spoke to the people directly interfacing with your end consumers.

WHY ▶ TO HELP MAKE YOUR INCENTIVE PROGRAMS MORE IMPACTFUL

Strong program engagement is crucial for successful incentive programs, aligning interests from manufacturers to consumers. But miscommunication or lack of bandwidth can throw a wrench into this. We wanted to bridge the gap by directly engaging with end dealers, helping manufacturers and distributors better align with their perspectives. So, we went straight to the source and now want to share our findings with you.

TAKEAWAY #1 DEALERS AREN'T HAVING THEIR BUSINESS NEEDS MET

84%



SAY LOYALTY PROGRAMS ARE EFFECTIVE FOR ACHIEVING BUSINESS GOALS

YET ▶

50%



SAY THEY EXPERIENCE A LIMITED IMPACT ON BUSINESS PERFORMANCE

Programs aren't effectively addressing the business needs of those running the programs and those dealers, jobbers, shop owners, etc. who are responsible for program impact. In other words, there's a disconnect between what the manufacturers/distributors and the dealers are trying to achieve.

There's an opportunity here for a true win-win-win scenario: stand up a through-program that considers the needs of you, your dealer network, and your end consumer. This isn't just nice, it's also in your best interest.

TAKEAWAY #2 COMPLEXITY AND CONFUSION ARE TANKING PARTICIPATION

42%



2 MOST INFLUENTIAL PORTIONS OF RUNNING A PROGRAM

EASY TO USE ▶ 50%

EASY TO UNDERSTAND ▶ 57%

SAID THAT PROGRAM COMPLEXITY IS A TOP CHALLENGE

SAID THAT LACK OF AWARENESS WAS A TOP CHALLENGE

TAKEAWAY #3 YOU (PROBABLY) NEED TO INVEST MORE IN TRAINING

60%

SAID THAT RETAINING TOP TALENT WAS A MAJOR CHALLENGE

75%

FIND TRAINING EFFECTIVE FOR ACHIEVING BUSINESS GOALS

ONLY

31%

OF PARTICIPANTS ARE ENROLLED IN A TRAINING PROGRAM

Talent is the name of the game these days, and our survey backs that up. Your dealers need to be the go-to experts for customers, knowing your products inside and out. Yet despite the proven benefits of training, participation remains low.

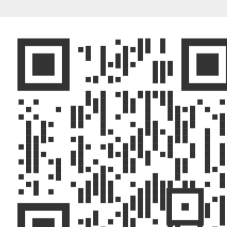
There is a major opportunity here to beat competitors in the people-power department. Remember, getting people excited about learning is a whole different ballgame than just pushing sales. So, give it the attention it deserves.

EMERGING TRENDS



ENHANCED CUSTOMER EXPERIENCE
SHIFT IN ONLINE SALES
CONSOLIDATION OF RETAILERS

WANT TO KNOW MORE?
YOU'RE GOING TO HAVE TO READ
THE WHOLE REPORT.



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