

Press Release

For Immediate release: Monday 12th April 2010

Headline: Martec Europe Ltd New Look TelephoneSuccess™

Like Hand Made Shoes

Martec Europe Limited has developed a set of modules within its TelephoneSuccess™ programme that make it a really good fit for all Motor dealers.

Why would you focus your attention on telephone calls in your business?

If success with potential customers who telephone a car business is a profitable opportunity, then naturally the better they do, the more valuable this sales enquiry channel becomes. The industry recognises the majority of sales department enquiries telephone before visiting and practically every service customer does too. The result of these interactions though, is not consistent.

The telephone is a barometer for enquiry traffic and a window into dealerships. It is an easily measurable, pure data source that can monitor marketing effectiveness, indicate trends for hot and cold models and give a dashboard view of ultimate sales success. Not to mention it can be a unique sales advantage in any sales territory, if just one business gets it right.

Listen in

On the telephone, a salesperson responsible for selling cars, labour, parts or anything else only has three skills to conquer; the words he uses; the way he uses them and the personality he projects. So it should be easy? Sadly not. The only real way of identifying how well they handle prospective customers on the telephone is to listen in. That can be done live, meaning standing near them whilst they are talking, or later, meaning the call is recorded and reviewed after the event. When you have more than one salesperson, choice two usually wins.

Martec's Solution

Martec has developed its hugely successful TelephoneSuccess™ programme so it now has four very well tailored options as well as a new look website. Although the programme has been really well received since its launch, even being voted runner up in the Motor Trader Product of the Year awards in 2009, development has not stopped.

"The number of clients using our telephone programme continues to grow and grow more rapidly than we expected" reports Neil Pursell, Managing Director "We are not resting though. We are driven to find a set of options that will enable every dealer to have this business advantage, no matter how big or how small. Those with in-house training teams or dedicated managers with time can choose one option where those without can still make more sales with an option that fits them. Dealers that focus on their telephone sell more."

TelephoneSuccess™ programme now has four very well tailored options. These range from “TelephoneSuccess™ Direct” which simply e-mails the recorded calls to your Sales Managers, so they can listen to them moments later, right through to “TelephoneSuccess™ Max” which provides a whole host of reporting functions, including; the ability to compare your dealership with hundreds of other businesses; hundreds of thousands of enquiries from across the country and from nearly the full alphabet of brands; and specialised training from champion trainers. TelephoneSuccess™ can also cover both inbound enquiries and outbound prospecting.

Speaking to some of Martec’s customers, the new look website has been well received.

“Really good information as well as being simple and easy to use. The Call Traffic Analysis is very clever and useful.” Richard Staunton, Basingstoke Audi

“The Call Summary feature is brilliant! The Comparison report is also very useful, it’s good to know how we are doing compared to other dealerships in the region.” Derek Owen, Tetbury Audi

Martec Europe Limited

The programme is new, Martec Europe is not. The company was founded in Australia in 1967 to provide statistical forecasts and information to both automotive manufacturing and motor dealer clients.

It launched a subsidiary company in the UK in 1991, which soon became a respected and professional training partner, specialising in one-on-one sales coaching. In 2000, a management buyout saw Martec Europe become wholly owned by its employees, who are industry professionals with hands-on experience in dealerships, both selling cars and managing departments. Since the new millennium, Martec Europe has achieved significant growth and now ranks as one of the most esteemed consultancies in the UK Retail Motor Industry. It is currently working in partnership with a number of manufacturers and top 20 dealer groups, delivering one of the most successful and longest-running sales and sales management development programmes in the sector.

Contact

Martec Europe Ltd
14 Chiltern Court, Asheridge Road, Chesham, Bucks HP5 2PX

Tel: 0845 375 2424

Web: <http://martec.co.uk/>
[http://martec.co.uk/telephone/](http://martec.co.uk/telephone/training@martec.co.uk)

Email: training@martec.co.uk

Contact: Neil Pursell

Tel: 07768 767427

Email: neil.pursell@martec.co.uk