

## Direct Sales Team

Implementing a change in management and structure to provide a renewed focus on sales

### The Challenge

Our client came to Impetus Automotive wanting a new supplier for their existing Fleet Sales Team and with the task of adding a renewed focus.

Within the existing team, there was scope to re-engage Managers and provide a new direction in terms of strategy. Due to the existing team structure, we found there was overlap in responsibilities which lead to duplicated processes and decreasing efficiency. As a result, we felt the potential of the overall team performance could be developed.

### The Solution

Our solution in the first instance was the TUPE of existing staff over to Impetus Automotive before reorganising the structure in terms of responsibility and reporting lines. We also looked at broadening the skill set of the existing team, so we recruited new team members to meet that objective.

We then tasked the team with establishing new customer relationships with a primary focus of corporate customers, SME business and leasing companies. We also deployed a separate team to focus on working with Dealerships to develop the business locally and through the Dealer network.

### The Outcome

Through our Business Process Improvement team, we were able to continue the sales support and lead generation successfully, focussing particularly on the operational management aspect of the programme.

Our client wanted to see a re-energised Fleet Sales Team with clearly defined processes and direction to deliver the growth required. Impetus Automotive have delivered on these objectives and we continue to guide the Sales Team through new opportunities whilst facilitating team flexibility to ensure best practice is shared.

**Impetus Automotive work with Vehicle Manufacturers from around the world to improve performance and grow business within retail dealerships.**

Our clients engage with us at any point in our delivery journey to reach a solution to their business or operational challenge.

Our solutions directly influence the development of dealer networks.

At their core is our insight, knowledge and experience but in each case they are tailored to an individual client.

### Improving Fleet Sales

To find out more, please contact us:  
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