



DEALER EDUCATION

At Percepta, our three-pronged strategy for delivering our dealer education learning solutions is simple:

- **Be innovative**
 - Utilize innovative tools and techniques in delivery
- **Be interactive**
 - To create a high level of engagement
- **Suit the individual**
 - Design learning around the needs of the recipient

This strategy is designed to improve competency and help us meet the needs and expectations of our clients. We appreciate that everyone has different learning preferences, whether reading, gamification, tutor-led, or e-learning. So when delivering our dealer education solution for our automotive clients, we use various methods to support all types of learning.

Delivering an Automotive Training Academy

In 2010, Percepta took over the management and delivery of our automotive client's dealer academy. This facility delivers sales and service training across our client's dealer network in the UK.

The facility contains 16 classrooms equipped with cutting-edge technology, a state-of-the-art showroom, and a 200 seat auditorium.

Four workshops equipped with the latest tools and equipment ensure our technical staff receives the latest information on the latest products from the brand and various component manufacturers. Our training covers product excellence, sales and leadership skills, technical maintenance and repair skills, non-technical skills, and aftermarket care. We also have a range of tailored apprenticeship programs. Our blended training solution includes a combination of trainer-led, digital media, and seminar-type events, including vehicle launches with more than 2,000 delegates, seminars for the 100 top managers across the region, and assessments for competence at all levels of staff in the dealer network.

26,000 face-to-face training days delivered

Our partnership with the client is invaluable to the training we deliver. Together, we have transformed learning pathways, looking closely at how each dealer technician and sales staff member can move through the curriculum to bring the greatest value to them and their dealership. We focus on their motivation to progress through the ranks and, at every stage, seek their input and feedback to continuously improve and develop. Their loyalty to the brand is as important as the loyalty shown by our client's customers.

As with all Percepta solutions, our people are our true competitive advantage. They are highly empowered and know our client's products and the dealer network. They work together with several other key stakeholders across the academy, understanding the needs of others around them and sharing best practices to strengthen the training they deliver. In fact, at every opportunity, the team benchmarks its performance to ensure alignment with the automotive industry.

Much like the training they deliver, the academy team is forever evolving. It focuses on identifying key retail and digital learning trends that may impact the academy in years to come.

“the team has put together the best live events we have had in 20 years ... the relationship with Percepta is growing from strength to strength!”
Automotive Academy Client, UK