



# Distribution and Sales Performance





## Enable exceptional sales experiences and deliver healthy profits across all sales channels

New trends are increasing complexities across the purchase journey. From lead generation to customer onboarding, your brand's signature experience must deliver value to the customer and profitable growth across the business.

### **Servicization of mobility**

Brands must create comprehensive mobility products that encompass not only the vehicle itself, but also bundle services such as insurance, finance, convenience, post-sales support and EV charging, in order to drive community engagement, enhance convenience and improve customer satisfaction.

### **Hybrid distribution models**

Agency models, direct-to-consumer models and fleet sales models need to exist in harmony to support the growth of your brand and network.

### **Omnichannel experiences**

Brands must offer complete transparency to consumers throughout their buying experience, whether they use online or offline channels.

### **Personalization of the brand experience**

Consumers expect a personalized brand experience that provides a unique, tailored offering, designed specifically for the individual.

Our Distribution and Sales Performance solutions help automotive businesses introduce quality engagement at every sales touchpoint with unmatched customer loyalty to drive sustainable business growth.

By leveraging the latest research and data, we can create strategies that are tailored to your brand and aligned with your business objectives.



## Enhance your customer's sales and loyalty experience

The customer sales and loyalty experience in the automotive industry has changed dramatically in the last few years. Customers no longer navigate a linear and predictable sales process. Instead, the purchase decision is the culmination of complex customer journeys and numerous touchpoints that straddle the physical and digital worlds.

Our range of services and solutions offer exceptional value at every stage of your customer's sales and loyalty experience.



### Sales and Distribution Transformation

Our cultural, financial, and operational experience ensures a successful transition to a distribution model, while enhancing the customer experience.

### Customer Experience, Touchpoint Design and Implementation

Our approach helps you deliver a consistent brand experience across all customer touchpoints, enabling you to achieve your sales performance outcomes.

### Growth and Sales Performance Improvement

Our expert consultants utilize a suite of performance and growth management tools to identify performance weaknesses and work closely with your network teams to deliver measurable sales performance improvement and growth.







## Business Development Center

Our Business Development Centers (BDCs) combine talent, training, teams and infrastructure to generate and progress leads through your sales funnel.



## Application Deployment and Support

The successful deployment of digital platforms is heavily dependent on the capabilities, confidence, and conviction of NSCs and retail staff to embrace them and use them in the prescribed way. Our in-depth knowledge of the challenges and opportunities faced in automotive retail make us an ideal partner to enhance your success and achieve set targets.



## Studies, Audits and Mystery Shopping

Our proven approach utilizes a combination of advanced technology, expert auditors, and rigorous processes to ensure your investments are optimized and your brand achieves maximum impact.

## Remodel your business operations

Our services, formed of people, process and technology, are the foundation of all our sales performance solutions. With over 25 years' experience in automotive retail, we can create solutions that will help enhance sales performance, taking into consideration the new retail environment and ever-changing customer behaviors.

Our solutions help your brand achieve the right level of performance, balance and alignment across all your distribution channels.

A team of experts works closely with you to identify key opportunities and challenges, and to develop innovative solutions that enable you to engage with customers in more meaningful and impactful ways.

### Agency and Direct-to-Consumer Sales

We help automotive brands and mobility disruptors to successfully deploy or transition to the agency distribution model and direct-to-consumer sales models.

### Private Sales

We work with leading automotive brands and their retailers to drive sales performance improvement.

### Fleet Sales

We offer our sales performance services and solutions to captive and independent leasing companies, and mobility subscription providers.

### Used Vehicles and Remarketing

We optimize the remarketing value chain, enabling quicker remarketing, and more profitable turnaround of de-fleeted vehicles.



## Tailored engagement models to suit your needs

Our flexible, agile, and responsive engagement models are tailored to your needs and priorities.

Whether you'd like us to design your brand's signature customer experience, operate your brand's business development center, or tailor a sales performance improvement solution that combines human expertise with the power of software, we help you win happy customers and deliver healthy profits.

### Full-service BPO

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Operating as your 'extended enterprise', we are deeply integrated into your organization and deliver end-to-end, full-service business process outsourcing (BPO) engagement.

### On-demand projects

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With our 'on-demand engagement', we deliver solutions to your specific on-demand requirements in a flexible, agile, and responsive manner using our talent, expertise, and experience.

### MSX digital platforms

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We offer our digital platforms via a software-as-a-service or software license model to enhance your distribution and sales performance initiatives.

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**Get in touch with us**

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**Jayesh Jagasia**

Global Solution Leader  
jjagasia@msxi.com

**Robert Häusler**

Global Solutions Leader  
rhaeusler@msxi.com

