



The Real Advantage: People, Process, & Experience

Steve Sexton & Drew Diehl

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Stream Companies | West Chester, PA

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Learning Objectives

Upon completion of this workshop, you will be able to:

- 1) Spot the biggest roadblocks in your people, processes, and customer experience that cause missed sales opportunities
- 2) Get your team aligned so everyone lives your brand and supports a smoother more efficient operation
- 3) Walk away with a clear, practical action plan to increase sales by optimizing the customer journey and leveraging untapped opportunities

You may add images and/or charts. Do not change the margin settings.

Objective Number One

- Recognize where sales are being lost due to breakdowns in communication and/or follow-up
- Understand how inefficient workflows reduce sales
- Identify experience gaps between online shopping and in-store visits

Objective Number Two

- See how employees can act your #1 brand ambassadors when informed and empowered
- Learn methods to keep staff aware of promotions, USPs, and dealership messaging
- Create accountability loops so the whole team pulls in the same direction

Objective Number Three

- Focus on quick wins you can implement immediately to drive impact at your store
- Leverage untapped opportunities like potential customers in your service bay
- Build a roadmap for consistent follow-up and connected customer experiences

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