



Highway Training Pty. Ltd.
Automotive Training & Consulting

Introduction

Highway Training is dedicated to providing knowledge based teams and solutions that deliver measurable improvements to our clients within the wholesale and retail automotive industry.

Highway Training Pty. Ltd. founded in 2009 by Bill Highway as a provider of specialist outsourced services in the wholesale automotive sector in Australia.

Today the company provides services to the several premium brands within Australia and New Zealand markets.

The full-time consultants are Bill Highway (Audi Sales and After Sales Certified), Peter Barron (Audi Sales and After Sales Certified, on the Volkswagen Certification programme), Joe Highway (enrolling on the Volkswagen Certification programme)
The company does have a selection of specialist associates to support projects that demand additional resource or specialisation.

Business Philosophy

Our business statement is founded in one simple statement; deliver a measurable business improvement for our clients. At Highway Training we recognise that long-term success is based on delivering tangible value, our role is clear, to ensure we provide solutions that create business improvements for our clients each and every time. Indeed we are able to bring creative performance related approaches to our commercial relationships in a spirit of genuine partnership.

As a provider of outsource services we also understand the need to provide more than just 'people'. All our team members are specialists in their fields bringing a wealth of knowledge and experience to our clients.

We respect our client's confidentiality priding ourselves on achieving measurable results.

Highway Training has extensive experience in delivering a wide range of training and development programs tailored for individual requirements.

This is encapsulated in our simple business philosophy: -

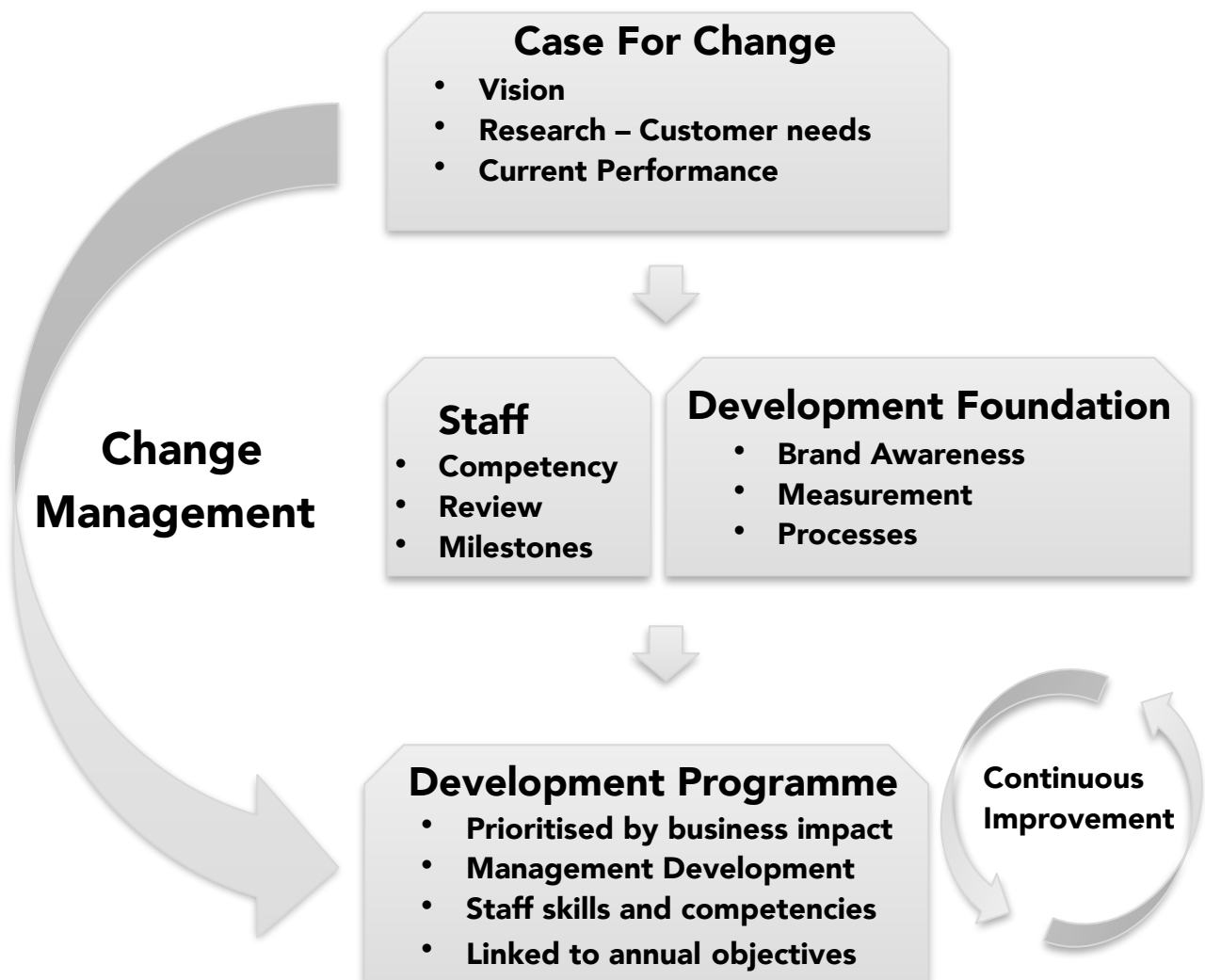
"To deliver a measurable business improvement for our clients"

Training Objectives

Non-technical Staff Development

Highway Training recognise customers are now seeking a purchase and ownership experience in the line with their brand expectations – from the first contact, throughout the purchase process, and through to after sales service. To deliver these experiences effectively requires dealer staff non-technical skills development with focus on service business performance. To do this effectively a long term approach in staff development should be undertaken. This programme should have a number of important ingredients in its approach:

- A Development Programme – structure, content and deliverables
- Change Management – generating buy-in and hence sustainability
- Key player and Staff participate in defining the vision - early buy-in to change
- Development foundation produces a consistent platform for staff development
- Potential analysis, qualification and certification
- Designed to cater for internal/external accreditation when appropriate



Service Provision

Highway Training is the leading knowledge based training provider, we support vehicle manufacturers to maximise vehicle sales, parts and service effectiveness and profitability, whilst driving the highest levels of customer satisfaction and loyalty. This is achieved by providing expert teams of people who implement solutions that drive a “measurable business improvement”.



Service Provision (Contd.)

Training

Non-technical training (retail and wholesale)

Service Advisor
Service Management

Parts Interpreter
Parts Management

Sales Staff
Sales Management

General Management

Panel Shop Management

Brand and Product presentations

Leadership

Drive experience programmes

Consulting

In-dealer health checks
In-dealer coaching
Dealer and staff assessments
In-dealer process improvement

Panel shop assessments

Mystery shopping

Outsource Services

Our Outsource Services can provide dedicated personnel that work within the vehicle manufacturer/distributor organisations providing a range of outsourced services. These services include assisting the vehicle manufacturer/distributor to improve sales of vehicles and parts to their business customers. In addition, the group employees also work with the manufacturer/distributor to improve customer service and dealership profitability by providing training and advice to dealerships.

Highway Training Team

Bill Highway

Peter Barron

Joe Highway

Summary

Highway Training is a specialist automotive training and consulting provider, we do not operate across any other industries believing that specialisation is the key to providing the very best.

We can deliver on any training or consulting brief within the automotive sector. We have associates that can be utilised to assist in specialist programmes.

Our approach is – ‘The Answer is Yes, What is the Question’

We would appreciate the opportunity to discuss all of your training and development needs.

Recent Projects

- Implementation of Audi Q-Check (total quality management) throughout Audi Australia dealer network.
- Implemented Direct and Dialogue Reception / Active Selling program throughout Audi Australia dealer network. This encompassed both face to face and in dealer coaching elements to ensure a clear process driven culture was achieved and managed.
- Facilitated the Mystery Shop programs for sales and aftersales.
- Facilitated all Potential Analysis and Certification training through all operational roles with premium brands in Australia and New Zealand.
- Facilitated Used Car training programs for both managers and sales consultants
- Conducted all certification face to face modules for all roles including management and operations.
- Specialised in in-dealer projects which focused on implementing Sales and Service core processes aligning them to customer satisfaction and profitability.
- Conduct current Volkswagen Aftersales training program for New Zealand with strong alignment to Dialogue Reception and Active selling functions.

Why Highway Training?

We believe our strength is client engagement and maximising the effectiveness of a structured learning and development program.

With increasing focus needed on a structured CRM approach to dealership operations, we are confident our strong alignment to customer profiling and establishing effective customer touch points throughout ownership and brand experience greatly benefits selling and overall return on investment.

We specialise in creating a beneficial selling culture throughout all customer facing functions. Implementing a direct / dialogue reception program and enhancing customer experience through active selling methods has been our recent successes in the Australian and New Zealand markets.

Our aim is to create a point of difference and brand experience that reflects relevant brand and company values. Our methods for delivering the training message are hands on and we incorporate practical exercises which increase awareness and alignment to active selling techniques.

We are able to deliver factory training programs or extensive training materials available for all facets of the motor industry including sales, service and parts operations. Our programs focus on KPI awareness and management along with maximising profit opportunities through affectively managing core processes.

Bill and Peter have over 40 years combined experience within the VW group in retail, wholesale and training roles including senior management positions. Joe brings a strong knowledge of workshop operations including foreman and controller functions.

We would appreciate the opportunity to discuss the ways in which we can assist you with training into the future. If you require any further information please don't hesitate to contact us.

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