



EMPOWER YOUR DEALER SALES TEAMS FOR THE EV REVOLUTION:

Embrace new skills and shed old habits to navigate the shift from internal combustion engines to electric vehicles successfully



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When transitioning from selling internal combustion engine (ICE) vehicles to electric vehicles (EVs), dealer sales teams need to acquire new skills and unlearn certain habits. Here are significant skills to learn and unlearn:

Skills to Learn

1. Understanding EV Technology

- Gain in-depth knowledge of electric vehicle technology, including batteries, charging infrastructure, regenerative braking, and electric drivetrains.

2. Range and Charging Knowledge

- Learn to effectively communicate the range capabilities of EVs and educate customers about charging options, including home charging, public charging, and fast charging networks.

3. Total Cost of Ownership (TCO)

- Develop expertise in explaining the total cost of ownership benefits of EVs, considering factors such as lower maintenance costs, reduced fueling expenses, and potential government incentives.

4. Environmental Impact

- Understand and convey the environmental advantages of EVs, including reduced greenhouse gas emissions and the overall sustainability of electric transportation.

5. Government Incentives and Regulations

- Stay informed about government incentives, rebates, and regulations related to electric vehicles to provide accurate and up-to-date information to customers.

6. Customer Education:

- Focus on educating customers about the unique features of EVs, such as instant torque, one-pedal driving, and the simplicity of electric drivetrains.

7. Test Drive Experience:

- Enhance the test drive experience by highlighting the smooth and quiet operation of electric vehicles. Emphasize the unique driving characteristics that set EVs apart from traditional vehicles.

8. Charging Infrastructure Familiarity:

- Familiarize sales teams with the existing and upcoming charging infrastructure, helping customers feel confident about the accessibility of charging stations.

Skills to Unlearn

1. Emphasis on Traditional Maintenance

- Shift focus away from traditional maintenance discussions (e.g., oil changes, exhaust systems) and redirect towards the simpler maintenance requirements of EVs.

2. Concerns about Range Anxiety

- Unlearn reinforcing range anxiety concerns and instead focus on educating customers about realistic driving patterns and available charging options.

3. Fuel Efficiency Metrics

- Move away from traditional fuel efficiency metrics and adapt to discussing energy efficiency in terms of kilowatt-hours per 100 miles or similar EV-specific metrics.

4. Engine Performance Prioritization

- Reevaluate the emphasis on engine performance metrics (e.g., horsepower, torque) and incorporate discussions about electric drivetrain advantages, such as instant torque.

5. Limited Charging Knowledge

- Let go of limited knowledge about charging infrastructure and instead actively seek information on charging networks, home charging solutions, and advancements in charging technology.

6. Tailpipe Emission Focus

- Stop emphasizing tailpipe emissions and instead highlight the overall reduced environmental impact of electric vehicles.

7. Internal Combustion Engine Selling Techniques

- Adjust selling techniques that heavily rely on internal combustion engine features and benefits to accommodate the unique selling points of electric vehicles.

8. Discounting Electric Range

- Avoid downplaying the significance of electric range and instead promote the advantages of long-range capabilities, especially as battery technology continues to improve.

By developing these new skills and unlearning certain habits, dealer sales teams can effectively adapt to the growing market for electric vehicles and provide customers with the information they need to make informed decisions.

THE COST OF UNDERINVESTMENT IN THESE SKILLS:

Failure to invest in building these skills can have severe consequences for the company's balance sheets. The cost of high employee turnover, project delays, and dissatisfied clients can far outweigh the investment required to develop strategic influence, critical thinking, and social intelligence within the workforce. Companies that neglect these aspects may find themselves lagging in an industry where adaptability is key to survival.

CONCLUSION:

The Indian IT industry stands at a critical juncture, facing the dual challenges of talent retention and workload management. While AI introduces opportunities for automation, it simultaneously demands the development of new skill sets. Leaders and project managers must proactively address these challenges by building lean and mean teams equipped with strategic influence, critical thinking, and social intelligence. The cost of underinvestment in these areas could prove detrimental to the industry's balance sheets, jeopardizing its global competitiveness. The Indian IT sector must embrace change, invest in its workforce, and navigate the evolving landscape to ensure a prosperous future.

THANK YOU



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