



PETERBILT PACIFIC INC.



CASE Study • PETERBILT PACIFIC



NAME & POSITION: Chuck Dietrich, VP of Sales

COMPANY NAME: Peterbilt Pacific

TIME TRAINING ON PROGRAM: 10 Months



OBJECTIVES

- Felt that the format was the easiest way to teach people over a longer period of time instead of investing in a condensed course (where they only take away 10% of the information). Get into a rhythm of training.
- Wanted to have reps get better at getting in front of more customers and working through the sales process and ultimately closing deals.
- Started 6 weeks after Covid hit. Thought they were going to fall 30-40% lower and in turn will be 5% higher than target.



SOLUTIONS

- 90% of the sales force that had no formal training were put on that and setting up the appropriate courses to get them going on the fundamentals and then expanding into other areas that were important.
- Mandatory and enforced daily
- Every second week with the help of the Cardone Rep. In the beginning it was used daily and now it's used weekly.



RESULTS ACHIEVED

Sales:

- The biggest change would be the volume, the number of opportunities that the team is getting in front of and higher ability to close.
- Seen a **2% increase in market share.** Going from **14.9% Class 8 trucks to 16.9%**



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STAFF & CULTURE RESULTS

- Seen more professionalism and rather than waiting for the phone to ring, there is more outbound activity.
- The ability to speak a common language regardless of who I'm talking to.



FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- Awesome. The team is extremely efficient with handling requests and ideas around the training modules. The meetings with Morgan have been highly effective and they come out of it with another tool in their belt.



ABOUT THE COMPANY

As one of Canada's largest Peterbilt dealers, we are committed to quality and professional service for our customers. Our guarantee to our employees and customers is integrity, which is known throughout the trucking industry. This statement of excellence is what has put us in the top five of North American Peterbilt dealers for the past seven years.