

FREEDOM M 



New Dealer Onboarding

Steps of Operation





Dealer Onboarding Process





Agreement Signing

- Agreement signing will be done between Manufacturer (OEM) and Selected prospect dealer . A Standard Agreement will be provided by Manufacturer (OEM) which will be signed by both party i.e., prospect dealer and manufacturer.





Indent/Purchase Order

- The DEALER shall initiate purchases under this Agreement by submitting **IRIDIUM LOGISTIC LLP** on the assigned MIS. Such orders shall state unit quantities, unit descriptions, requested delivery dates, and shipping instructions
- The DEALER shall submit purchase orders to **IRIDIUM LOGISTIC LLP** in accordance with a lead time of thirty 30 to 45 days according to the schedule advised by **IRIDIUM LOGISTIC LLP** from time to time.



Payment

- ▶ Subject to the terms and conditions of Agreement, the DEALER shall pay 100% in advance for the products prior to dispatch at the then current price of **IRIDIUM LOGISTIC LLP** (the **OEM Price**) at the time of placement of the Order.





Vehicle Delivery

- All products to the Dealer shall be packaged in **IRIDUM LOGISTIC LLP** standard packing or at the Dealer expense if any special packing is required by Dealer, in accordance with instructions provided by the Dealer, and shall be shipped to the Dealer address set forth above, or to an address specified in the purchase order. Title and risk of loss shall pass to the Dealer at the delivery point, as well as any other special packing expenses requested by the Dealer shall be borne by Dealer. The Dealer agrees to satisfy all shipping formalities pertaining to shipment of units of the product to destinations.
- The Dealer shall have (2) two days (“inspection Period”) upon receipt of each shipment to inspect and test the products. If the Dealer determines any unit of products defective, the Dealer shall promptly notify **IRIDUM LOGISTIC LLP** of such defects. Defective products may be returned or retest, evaluation and examination subject to **IRIDUM LOGISTIC LLP** Returned Material Authorization procedure.



Setting up Showroom

- Selected Dealer will open and showroom in their area. The Design of the showroom will be as per drawing provided by IRIDIUM LOGISTICS LLP.
- Branding Of the showroom will be provided by IRIDIUM LOGISTICS LLP as per company standards.



Reception



Vehicle Display



Front View



Entry

Launch of Dealership

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- ▶ Launch of the dealership will be organised by Super Distributor & dealer as per mutually agreed date and time between Manufacturer (OEM) and Dealer.
- ▶ Advertising and Marketing Activities will be planned by Super Distributor & dealer to make Launch of dealership success. Manufacturer will also participate in the event to help dealer and super distributor.
- ▶ OEM Will Support the Launch With Above The Line Advertising (ATL)





Finalization of Quarterly Targets

- Per Month Target Per Quarter will be finalised between Dealer and manufacturer .
- Min Target of 25 Vehicle per month . This may increase after the survey of area.





Sales, Delivery and Stock Report

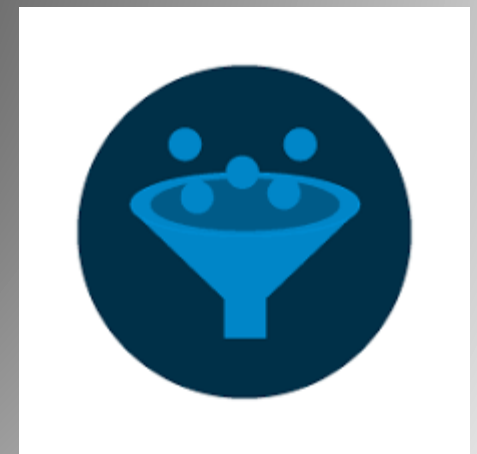
- Dealer Should keep track of his daily sales and stock report and share same with Super Distributor. (Forms, Software, mail, etc...) All information should be provided in the format given by OEM.
- Dealer should make sure that he should have adequate stock in his warehouse for future and current deliveries .
- Dealer should give forecast of deliveries and sales to Manufacture and dealer should raise purchase order as per the future delivery Plan. This will help in timely delivery of the vehicle to customer.
- Manufacture will also advice dealer on his stock seeing the trends and deliveries of vehicles by dealer.





Daily Inquiry Generation Reports

- Dealer need to generate inquiries every day to achieve monthly targets .
- Dealer shall to generate min 20 inquires in a day (Customer Visit, Market Visit, Daily showroom walk in , events etc...)
- All these generated inquires will be shared with Super Distributor on daily basis in order to get sales and promotion activity funds i.e. 5000 per vehicle sale.
- Further Super distributor will authenticate shared inquires Via its call centre.





Weekly Sales Promotion reports

- ▶ Super Distributor & Dealer will Conduct weekly Sales Promotion and Marketing Events as per as per Manufacturer (OEM) procedure and standards.
- ▶ OEM will Actively Participate and assist dealer in all these events.
- ▶ These events will be Funded by Super distributor of the area.
- ▶ Following are the events that need to be conducted by dealer With the help of Super Distributor per week
 1. Exchange Mela (once a week)
 2. Finance mela (Once a week)
 3. Auto Stand Chaupal. (Once a week)
 4. Road Shows (Once and week)

* Dealer need to submit all reports of such activity regularly as per formats shared by OEM in order to get allocated funds of sales and marketing promotion events.

Super Distributor Responsibility

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➤ **Manpower:**

1. Area Sales Manager, Territory Sales Exec, Area Sales Exec, Territory Sales Manager, Sales Executive.

➤ **Appointment of dealers.**

➤ **Planning, Forecasting and Meeting Sales and downstream business targets.**

1. Ensure periodic (Monthly & quarterly) sales projection - dealer wise / model wise for the territory using seasonality /market trends / pipelines / bulk deals etc.
2. Monitor the inquiry generation thru various sources and drive improvements in conversion ratios which thus increases the pipe line.
3. Pipe line management and weekly target review in order to identify gaps in the process and take corrective actions with respect to the targets

➤ **Dealer Management:**

1. Drive and manage dealer relationship through regular interactions, resolving dealer issues and supporting dealer business through resource allocations manpower/ budgets /activities etc.
2. Conduct monthly performance review of dealer business plans through dealer sales team to ensure proper utilization of dealer resources like infrastructure, working capital, manpower, etc.
3. Anticipate future dealership needs, predicting foreseen and unforeseen risks and preparing counter actions.
4. Timely Submission and coordination with regional finance team in settlement of dealer claims.
5. Work closely with dealership to improve profitability - Adherence on infringement policy with in the dealers to improve dealer retention& profitability.
6. Coordination with logistics department for timely billing and dispatches to avoid delay in deliveries.
7. Timely submission of claims and follow up so that the money gets credited within least possible time.

Super Distributor Responsibility

➤ **Network:**

1. Handholding new dealers closely for the first year of their operations along with sales team.
2. Update to network team on competition network expansion in the territory & inputs on our presence.
3. Establish Call Centre for inquiry generation and service-related issues.

➤ **Sales Marketing programs**

1. Marketing programs in which dealer run joint sales or marketing campaigns.
2. Road Shows with dealer (2 per month/dealer)
3. Test Drive Campaign with dealer (Once a week/dealer)
4. Organise Exchange Mela with dealer (2 Per month/dealer)
5. Organise Finance Mela with dealers (2 Per month/dealer)

Dealer Responsibility

- **Business registration.**
- **Commercial Property (showrooms)**
- **Elaborate and display vehicles features, specifications, and capability to meet customer requirements**
- **Service Workshop.**
- **Manpower:**
 1. Accountant Fees, Sales Person, Mechanics etc.
- **Team Management:**
 1. Responsible for the training of fresh Auto sales employees
- **Planning, Forecasting and Meeting Sales and downstream business targets.**
 1. Conduct survey to identify potential customers interested in making vehicle purchase.
 2. Reach out to clients through calls, home visits, and arranged meeting to spot their needs/preferences.
 3. Set realistic and aggressive monthly targets and support deal closure and approval.
- **Marketing**
 1. Marketing programs in with the help of Super distributors at local level run joint sales or marketing campaigns.
 2. Road Shows with the help of Super distributors at local level (2 per month/dealer)
 3. Test Drive Campaign with the help of Super distributors at local level (Once a week/dealer)
 4. Organise Exchange Mela with the help of Super distributors at local level (2 Per month/dealer)
 5. Organise Auto Chaupal Event with The Help of Super Distributors.
 6. Organise Finance Mela with the help of Super distributors at local level (2 Per month/dealer)
 7. Vehicle Service Campaigns with the help of Super distributors at local level.
 8. Run Referral Programs with help of Super Distributors.
 9. Dealer Ruler Market Agents for sales.

Dealer Responsibility

➤ Sales

1. Sales prediction for the future and then devise sales strategies to meet those set targets.
2. Assist clients in selecting a suitable automobile that suits their specifications and preference.
3. Employ their up-to-date knowledge of vehicle features/characteristics in addressing client misconceptions or inquiry about a model.
4. Oversee the closing of sales deals ensuring explanation of vehicle warranty terms.
5. Completion of sales contracts, payment and delivery of auto units.
6. Delivery of purchase auto to customers as per norms.
7. Registration of vehicle.

➤ Service of vehicle:

1. Perform regular service schedule as recommended by OEM.
2. Resolve warranty claims with the help of OEM.
3. Availability of Spare parts as per customer needs.
4. Adequate work force to resolve the customer complaint in time as specifies by OEM.

Manufacturer (OEM) Responsibilities

- **Distributor strategy**
- **Agreement Draft**
- **Logistics, supply-chain collaboration.**
- **Collateral, such as brochures and Above the Line advertisements.**
- **Supply of spare parts.**
- **Resolve warranty related issues.**
- **Planning, Forecasting and Meeting Sales and downstream business targets.**
 1. Ensure periodic (Monthly & quarterly) sales projection - dealer wise / model wise for the territory using seasonality /market trends / pipelines / bulk deals etc.
 2. Above the line (ALT) advertising execution. Below The line (BTL) Planning and Review mechanism.
 3. Ensure regular visits to activity locations in guiding the team for proper implementation of the activities.
- **Team Management:**
 1. Identifying training needs of dealer sales team and provide training to team members on new models/processes when required.
 2. Maintaining strong relationship with the dealers and keeping them engaged.
- **Network:**
 1. Track competition activities, sales trends, consumer schemes and dealer incentive programs through retail marketing teams in order to stay competitive in the field actions
- **Ensuring Best in Class Customer Experience:**
 1. Implement the Sales Satisfaction Index process at dealerships, conducting regular reviews with CRM/GM/DP & dealer sales team, and need to create action plan and execute for SSI improvement.
 2. Monitoring the timely resolution of customer complaints within TAT & take steps for process improvements to ensure that similar complaints don't repeat.
- **Supporting Market Intelligence:**
 1. Ensuring through regular customer feedback capturing of product & services and escalate.
- **Customer Finance Support:** Collaborate with different financial institutes for financing of vehicles