

Mazda MTDE Dealer Sales Management
Learning and Implementation Overview

Step 1

MTDE Pre-Immersion Activity:
Competitive Dealer Test Drive

Activity: Dealer visit and test drive

Length: 30 minutes

Step 2

Regional MTDE Immersion

Activity: MTDE concepts, hands-on practice, and planning

Length: 1-day course

Step 3

MTDE Route Planning

Activity: Develop a custom route for your dealership that incorporates the Seven Elements

Length: 8 hours (estimated)

Step 4

MTDE Dealership Training Rollout

Activity: Train sales staff in the knowledge and skills to deliver the MTDE

Length: 4 one-hour classroom modules, plus behind-the-wheel instruction and coaching

Step 5

MTDE Reinforcement and Recognition

Activity: Champion provides on-going coaching, support, communication, and metrics. Leader provides oversight and leadership.

Length: Ongoing at regular intervals

Mazda MTDE Dealership Training Resources

Step 1

**MTDE Training Pre-Immersion Activity:
Competitive Test Drive**

Activity: Competitive dealer visit and test drive

Length: 30 minutes

Step 2

Track A

**Regional MTDE Immersion Clinics
Facilitated Course**

Activity: MTDE concepts, hands-on practice, and planning.

- Facilitated by professional instructors
- Robust, in-depth in-person instruction and activities

Length: 1-day course

Method: Facilitated Group (maximum of 8 participants)

Track B

**MTDE Building Blocks
Dealer Meeting in Box – Part 1**

Activity: MTDE overview and foundational concepts

Length: 2 one-hour Sessions

**Session One, Overview and Model Test Drive
Session Two, Four Stages & Model Test Drive Video**

Method: Facilitated Small Groups (3-4 participants)

**MTDE Mastery Course
On-line Curriculum**

Activity: MTDE overview and foundational concepts. Provides a test to measure knowledge about MTDE concepts

Length: 30 minutes

Method: Self-Study

Projected Availability: April 14, 2003

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On-line Curriculum**

Activity: MTDE overview and foundational concepts. Provides a test to measure knowledge about MTDE concepts

Length: 30 minutes

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**MTDE Practice & Assessment
Dealer Meeting in Box – Part 2**

Activity: MTDE concepts and hands-on practice

Length: 2 one-hour Sessions

Session Three - MTDE Practice
Session Four - MTDE Coaching & Assessment

Step 3

Reinforcement, Coaching, and Recognition

Champion does random assessment and coaching of sales staff MTDE skills
Leader tracks MTDE dealer metrics for success
Champion presents MTDE topics at weekly sales meetings
Leader shares data with sales team on dealer MTDE metrics
Champion and Leader recognize star MTDE performers