



Summit to Your Success



UNLOCK YOUR DEALERSHIP **FULL POTENTIAL**

with
Moazzam Abu Bakar

The Automotivator | Success Coach

UNLOCK YOUR DEALERSHIP FULL POTENTIAL

Automotivators Experience Suite

COACHING

TRAINING

**DEALERSHIP
EXPERIENCE (DX)**

Automotivators Experience Suite

COACHING

Immerse yourself in an in-depth coaching experience.

COACHING

We Create Transformational Leaders.

We help you to make a positive difference in the world through the way you lead and manage.

Currently, we are using **DARE** Coaching Model (endorsed by the world's #1 Executive Coach, Marshall Goldsmith) to help you achieve peak performance in a range of areas i.e. personal and professional growth.

DARE Coaching System provides a no-fail framework for the coaches to establish a sound and productive relationship with the leadership they coach.

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Together, we will:

- Set the **Direction** for your greater future.
- **Analyze** what has been stopping you.
- Design your **Roadmap** to achieve it.
- Get yourself **Empowered** to turn your plans into results.

LEADERSHIP COACHING

**Creating the Leaders &
Organization of the future.**

Leadership Coaching is the ultimate in tailored leadership development program. You work one-on-one with the best-in-town Performance Coach on your goals, challenges, strengths, and any areas for development.



PERFORMANCE COACHING

Build Leadership Capacity while Achieving Results.

As many organizations have now realized, performance coaching is vital for employees to improve their skills, gain new skills and reach their full potential to stay ahead at both professional and personal levels.

We provide a professional performance-based coaching program for executives, team leaders, managers, and employees at all levels to help them to excel at achieving high-performance levels in a manner that suits the organization's culture.

How do Leadership & Performance Coaching Work?

We deliver Leadership & Performance Coaching sessions in person, virtually, or a mixture of both formats.

In our best practices Leadership & Performance coaching process, each coachee is taken through an evaluation process to set benchmarks before coaching and a final evaluation session to provide details on development and return on investment.

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TRAINING

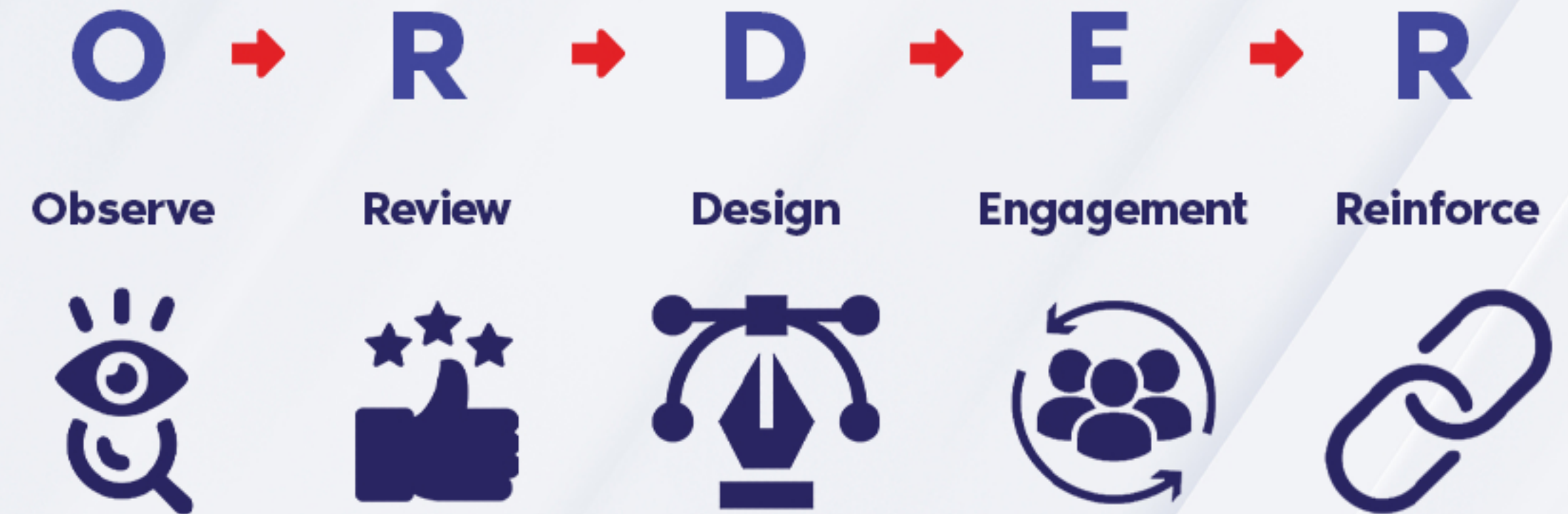
Hands-on approach
to your dealership needs.

TRAINING

Currently, we are using the **ORDER** framework for designing customized training programs for companies and dealerships.

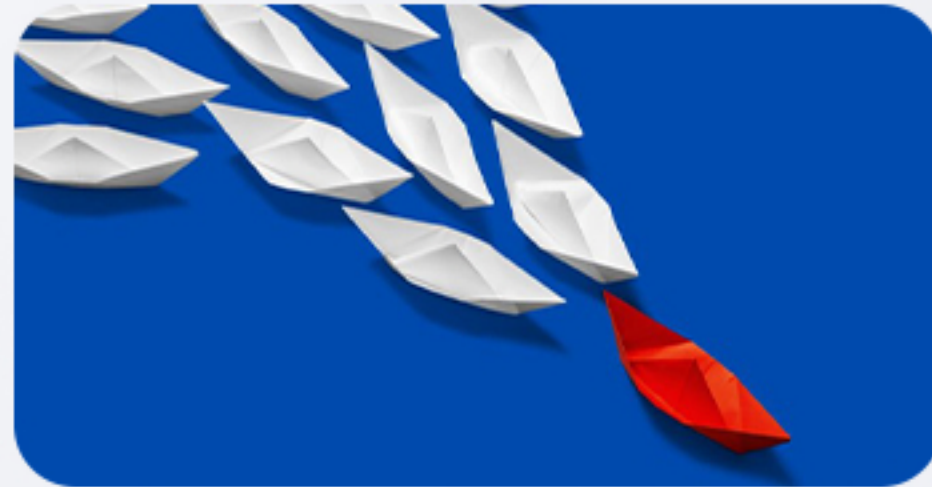
After working with a variety of clients in a range of businesses, we have created a simple process to customize our learning experience. This process not only helps our customers to understand, assess and express their learning needs but also enables us to craft result-oriented programs for the clients through our proven **ORDER** methodology.

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First, we **Observe** the business type and training needs then after observe, we **Review** the collected information and then we **Design** the program according to the gathered information. After the designing phase, we **Engage** the audience on a training day. Later on, after a month, we conduct a follow-up session to measure the results and this follow-up session **Reinforces** the entire program.

OUR SIGNATURE TRAINING PROGRAMS:



**Lead
in Crisis**



**Team
Konnection**



**Customer Service
ROCKSTAR**



**Be an Exceptional
Service Star**



**Be an Exceptional
Sales Star**



**Strategic
Vision**



5S and Safety



**Goals &
KPI**

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DEALERSHIP EXPERIENCE (DX)

The right exposure
at the right time.

DEALERSHIP EXPERIENCE (DX)

**It is Your Customer.
It Should Always be
Your Relationship.**

Customer Experience(CX) and Employee Experience(EX) are the foundation of Dealership Experience(DX).

It is all about making customers and employees feel like a valued and significant part of your business which will lead to great rewards and a Best-in-Town dealership.

Voice of Customer(VOC) and Voice of Employee(VOE) feedback allows the companies or dealerships to identify the gap and areas of opportunity for Kaizen to improve the overall Customer Experience(CX).



**Customer
Experience (CX)**



**Employee
Experience (EX)**

CUSTOMER EXPERIENCE (CX)

There are many ways to gather feedback on customer experience and it is up to each company or dealership to determine what works best for them.

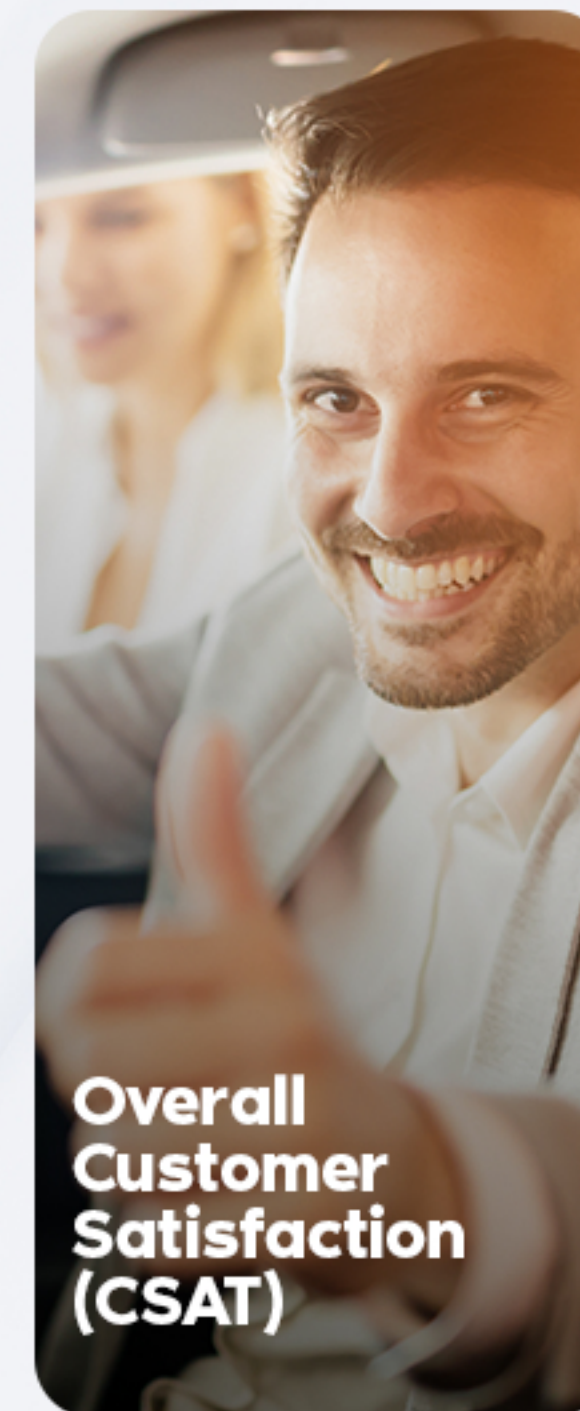
We are offering the following solutions to companies and dealerships to gauge customer satisfaction levels:

Customer Satisfaction Survey

OBJECTIVE:

To carry out telephonic or in-person interviews via client's approved questionnaire to gauge the Brand Loyalty & Quality of Sales & After-Sales services being offered by companies and dealerships to its customers.

The core objective is to bring forth the key improvement areas to improve service standards and customer experience through the Customer Satisfaction Survey.



MYSTERY SHOPPING PROGRAM

OBJECTIVE:

To conduct the Mystery Shopping of dealerships or branches to evaluate the customer's touch point proposed by the client through 3rd party vendor.

Mystery Shopping Surveys can be conducted through video or non-video for nominated dealerships or branches both via the client's approved criteria.



RESEARCH METHOD, DESIGN AND ANALYSIS

We are using the **DEAR** framework to evaluate the Customer Experience(CX) and business touch points.

We determined the purpose and requirements of evaluation through the Customer Satisfaction Survey or Mystery Shopping with our clients. **What exactly do they need to find out?** i.e. Quality of Sales and After-Sales Services, Brand Loyalty, or how your employees are treating your customers.

Once knowing what our client is looking for, we develop a program or method of data-collection (questionnaire) that speak to their **Purpose** via client-approved criteria.

We **Execute** the process with unbiased and qualified staff to perform the survey as instructed and advised by the client.

After completing the survey, we **Analyze** the gathered information. This information needs to be checked for validity, accuracy, consistency, and objectivity.



The last step is **Reporting** where your data turns into valuable, usable, and actionable insights.

EMPLOYEE EXPERIENCE (EX)

OBJECTIVE:

Employee Satisfaction survey is conducted within businesses to measure the loyalty of employees towards the company and help companies evaluate their policies and procedures.

WHY SHOULD YOU DO IT?

Companies and dealerships must conduct an Employee Satisfaction Survey to collect the Voice of Employees (VOE) as it allows the companies and dealerships to identify the gaps and areas of opportunity for Kaizen to improve Employee Experience(EX).

It also helps the companies and dealerships to understand the employee's feeling towards the company and dealership as well as their loyalty. It also makes them feel seen and heard.



Employee Satisfaction Surveys can be conducted in person via the client's approved criteria. We use the **DEAR** framework for Employee Satisfaction Survey.

TOP 5 REASONS TO WORK WITH MOAZZAM ABU BAKAR

Are you struggling with a downswing in SSI/CSI/NPS? Is your team losing its vision or passion?

Need to improve your sales and service processes?

Whether you need a little push toward success or a partner to walk with you through major changes, Automotivators can help you because:

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- 1** Moazzam is a Customer Experience(CX) Professional & Performance Coach and has more than 23 years of hands-on experience in Sales, After-Sales, Customer Relations, Dealer Development & Marketing, and unparalleled skills in business planning and building business with more customer smiles.
- 2** His core strengths are the Best-in-Town dealership framework, Dealership Operations, Customer Delight, and Customer Retention.
- 3** He builds DFSK Pakistan's network of 24 dealerships nationwide, implements systems, and coaches Sales and Aftersales teams at both the strategic and tactical levels.
- 4** Moazzam helps you to improve your Sales and After-Sales processes, coach your team for the best customer experience and take your business to a new level.
- 5** He designs and delivers tailored training programs to every client's needs whether a small dealership, a large dealer group, OEMs, or organizations.



MEET MOAZZAM ABU BAKAR

Moazzam is an automotive consultant and Performance Coach dedicated to helping dealerships improve Sales, After-Sales Operations, and ultimately the business's profitability and customer satisfaction.

Moazzam has rich & diversified experience with a successful track record of superior performance and achievements of over 23 years in Sales, After Sales, Customer Relations, and Dealer Development & Marketing with Honda & Toyota dealerships.

He is currently working with DFSK Pakistan as a Head of Dealer Development & Marketing. Moazzam works with dealerships and companies, improving bottom-line results and setting strategies for



MOAZZAM'S JOURNEY THROUGH THE INDUSTRY

Moazzam started his journey in the automotive industry in 2000 and has never looked back.

Begun his career as a Sales Executive and his initial struggle to adapt to a new dealership helped fuel his ambition and desire to succeed in the industry.

Moazzam held numerous other executive positions like Manager Sales & Marketing, Head of After Sales, and Head of Customer Relations with Honda & Toyota dealerships.

Moazzam enjoyed supreme success during his employment and has rich & diversified experience with a successful track record of superior performance and achievements of over 23 years.



ACHIEVEMENTS

Awarded with **“National Champion Award”** in 1st SGA (Small Group Activity) on **“Body & Paint”** by Indus Motor Company Ltd in 2018.

Awarded with **“Best In Customer Relations Award-2017”** In Central region by Indus Motor Company Limited.

Awarded with **“Regional Champion Award”** in 2nd SGA (Small Group Activity) on **“Employee Satisfaction (ES)”** by Indus Motor Company Ltd in April, 2017.

Awarded with **“Jishuken Award”** on successfully Holding Jishuken/Cross Genmba on PDS operations in April, 2017

Awarded with **“Jishuken Award”** on successfully Holding Jishuken/Cross Genmba on FIR Activities in June,2016

Awarded with **“Best Booth Award”** in 1st CSKE 2015-2016 by Indus Motor Company Limited in May, 2016.

Awarded with **“E-Skill Contest Award 2015-2016”** Best in Central Region By Indus Motor Company Limited.

Awarded with **“E-Skill Contest Award 2014-2015”** Best in Central Region By Indus Motor Company Limited.

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Awarded with **“E-Skill Contest Award 2013-2014”** Best in Central Region By Indus Motor Company Limited.

Awarded with **“Best In Customer Relations Award-2014”** In Central region by Indus Motor Company Limited.

Awarded with **“Best In Customer Relations Award-2013”** In Central region by Indus Motor Company Limited.

Awarded with **Appreciation Letters by the President**, KASB Bank Limited in recognition of outstanding performance (Achieving Sales Targets) in 2008-2009.

Awarded with **“Diamond Award”** in recognition of outstanding sales performance from Honda Motor Co. Ltd, Japan for the year 2007.

Awarded with **“Silver Award”** in recognition of outstanding sales performance from Honda Motor Co. Ltd, Japan for the year 2006.

Awarded with **“Bronze Award”** in recognition of outstanding Sales performance from Honda Motor Co. Ltd, Japan for, the year 2005.

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FOR **COACHING APPOINTMENTS** WITH MOAZZAM ABU BAKAR

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