

Porsche Academy

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WELCOME TO THE DIGITAL EXPERT TRAINING PROGRAM!

Begin your learning with the materials below! Plus here are a few things to get you started:

1. Be on the lookout for an email introducing you to your mentor

2. Plus you will get an invite to the Digital Expert WhatsApp community

3. Also, be sure to talk to your Manager about reserving a time & place for weekly tasks

Questions? Feel free to reach out to the [Porsche Sponsor](#) for this program.



Digital Expert training track



Watch the program intro

Learn about the Digital Expert role and expectations.

6 mins



Q&A about the role

Why is it important to learn the Digital Expert skills.

2 mins



Shadowing with your mentor

Meet your mentor for a shadowing session.

20 mins



Flashcard reference guide

Training aide of tips & tricks for skills reference.

12 mins



Workshop with other dealers

Role playing and impersonation for Digital Expert duties.

45 mins



Webinar for CRM training

Intro to customer profile management.

7 mins

Load More



The new Porsche Retail Experience.
The Porsche Test Drive.

This is the moment customers have been waiting for - the chance to sit behind the wheel of the Porsche they've been dreaming about. Once again, the Sales Executive gets to play hero. Thanks to the integration of a customer's preferences via C@P they have access to personalization data, and the Sales Executive can get instant access to suggested test drive routes that are tailored to showcase specific features and talking points. These suggestions are informed both by the digital experience that the customer completed early in the journey, as well as areas of interest discussed with the customer in the Fitting Lounge. The Sales Executive simply adds the information to the customer's profile. With the information added, a Porsche Pro can customize the vehicle behind the scenes and have it pulled around, ready for the drive to get behind the wheel. Even the customer's favorite music can be cued up and ready for them. After a couple of notes from the Porsche Pro to get the customer excited about the test-drive, the customer is handed the keys and told to enjoy themselves.

Once the test drive is complete, the Porsche Pro greets the Sales Executive and customer back at the Porsche Centre and enthusiastically asks about their experience. Without even knowing it, they have now been converted from a customer to a Porsche enthusiast. The Porsche Pro makes them feel excited about what they just experienced and welcomes them to the exclusive club of Porsche drivers. The Porsche Pro keeps the vehicle out front and lets the customer know that it will be here if they want to have another look, which they assure the customer they will. The customer and Sales Executive return to the Fitting Lounge where they are able to bring up specific talking points that may have occurred during the test drive, as well as route information, configuration details and even cost and financing information.

Completing a test drive should feel like joining an exclusive group of Porsche drivers. Once you've driven a Porsche, excitement should grow about the benefits of also becoming an owner.

The Porsche Pro uses the customer's declared interests to program a driving route or even a playlist that aligns with the customer's interest in specific features, or vehicle capabilities.

