



Enjin cuts sales onboarding by 83% with Showpad

Enjin Distribuidora De Veiculos (“Enjin”) is a family owned network of Honda dealerships in Southern Brazil that specializes in selling new, off-lease and used vehicles, as well as providing parts, service and collision repair. Enjin’s sales team is responsible for the entire sales process, from prospecting to post-sales administration and paperwork.

“We work in a very vertical process, and our sales people are more like a super-sales force. We don’t involve support staff. We expect our team to take ownership of the process from prospecting to invoicing, and to function more like account executives than sales representatives.” Says Enjin’s General Manager Eduardo Rossoni Pydd.

Challenges

To support the needs of its sales team, Enjin provided each member with their own laptop. But this approach triggered challenges, including:

- Salespeople organized information in their personal style instead of using a standardized process.
- Excessive use of laptops was not perceived as customer-friendly, as it prompted salespeople to spend a lot of time interacting with their device instead of talking face to face with the customer.
- Despite being more mobile than workstations/PCs, laptops nevertheless required power cords and wires, which were inconvenient and didn’t look professional.

- Salespeople couldn’t quickly find the information they needed, such as the latest interest rates or price tables, causing confusion. Cloud-based storage such as Google Drive and Dropbox failed to solve the problem, as it was too difficult to organize.

“In this industry, you have to be very organized at every stage of the process. For salespeople, it’s a nightmare to deal with outdated data – such as a price table – because it almost always leads to negative issues with customers, and makes it look like the salesperson is not being honest or is not fulfilling promises, when that is not the case at all.” Says Eduardo.

**Enjin**

About Enjin

- **HQ** Cascavel, Brazil
- **Founded** 2003
- **Industry** Automotive
- **Employees** 50–200



CHALLENGES



- Confusion and miscommunication due to difficulties of finding relevant and up to date information
- No control over used content and no standardized formats and processes
- Too much time spent interacting with the device instead of engaging the customer

RESULTS



Thanks to Showpad, Enjin has measurably:

- Shortened sales cycles and reduced onboarding time of new salespeople
- Improved customer interactions
- Improved analytics and reporting

Solution: Showpad

To solve its challenges, Enjin replaced its ad hoc mix of on-premise and cloud products with Showpad's centralized content activation platform, and gave each salesperson an iPad for easy mobile access. The result: streamlined, simple implementation that took just two weeks, paving the way for workflow and information management improvements, including:

- The onboarding and training process for new salespeople shrank from three months to two weeks. That means new joiners are up-to-speed 6 times faster.
- Sales professionals can easily and quickly access updated company and brand information. "Showpad should virtually always be in use. Every minute a salesperson should be using it to get or share information." Comments Eduardo.
- Documents are centralized and organized so that salespeople have one-stop access to all forms they need for any type of conversation.
- Outdated data is easily removed so salespeople don't mistakenly use it in customer meetings.
- Valuable new content, such as comparisons between manufacturers/models, is being created for on-demand distribution to customers. "It's not good enough to tell customers that one car is better than another, or is safer. You have to provide them with the hard data, and they don't want to wait for it. They want it right away, and Showpad lets us meet that need." Says Eduardo.





- Standardized reports are being created to compare data and performance between locations in the Enjin network, and to benchmark against other dealerships.
- Customer-facing content is projected onto large screens in customer waiting areas to make a positive impression.
- Analytics are being captured to measure the value of content across the system. “This is an amazing feature for us. We can precisely track how and when each piece of content is being accessed, and even how long a salesperson is spending on it. It’s very powerful!” Says Eduardo.
- Showpad’s built-in multimedia functionality – such as video, audio, etc. – is supporting training programs for current and new sales professionals to empower them in a world of educated buyers.

A WORLD OF EDUCATED BUYERS

“In today’s digital landscape, many customers spend a great deal of time on the web, and often come prepared with specific questions. We’re using Showpad to ensure that our sales team is prepared to answer these questions and make a positive impression. Showpad is also very effective when we onboard a new salesperson.

They are accessing recordings and videos to immerse themselves in our brand, culture and messages, along with our strategies for promoting specific products and targeting certain types of customers. All of the information they need is organized perfectly in Showpad. We’ve reduced the onboarding period from about three months to two weeks!”

– Eduardo Rossoni Pydd

Future Plans

In the near future, Enjin plans on switching to a no desk policy and establishing a 100% mobile sales team that will work in the dealership and remotely. “We could never have imagined doing this before Showpad. But now it’s going to happen, which will help us serve more customers while we improve operating efficiency and reduce expenses.” Concludes Eduardo.



ABOUT SHOWPAD

Showpad delivers the world’s most powerful content activation platform — one that makes your content incredibly easy to find, present, share and measure. Showpad empowers businesses to deliver their content to the right audience at the right time with the most intuitive and robust content platform. With Showpad, sales and marketing teams work better together to engage with audiences, advance conversations, inspire loyalty and accelerate your business. The Showpad platform can be deployed quickly and scales for any company.