



How have you adjusted your customer service techniques to meet the needs of today's buyer?

We use the phrase 'Zero Moment of Truth'. Today, you are guaranteed that buyers have done most if not all of their research before walking into a dealership. They know as much about the cars as the sales representatives, so we focus instead on providing a 'hassle free' service, by making the buying cycle as simple as possible. We like to deliver what we call a 'celebrity service' to anyone who walks into our showroom and use all forms of new media to connect and stay in touch with our customers.

Is the future electric?

Product development for two of Porsche's new cars has focused on energy efficiency and the development of alternative fuels. The Panamera S e-hybrid is a plug-in electric hybrid, with technology that enables charging from the grid. In this model the electric motor supplements the supercharged V6, but gives the car low emissions and increased fuel consumption. The 918 Spyder on the other hand is a hybrid powered by a 4.6 litre V8 engine, achieving 580 horsepower, but with two electric motors delivering an additional 243 horsepower. This allows for heart stopping performance, but the car can still return 90mpg. It's a true Hyper Car. The 918 Spyder is not cheap however and will retail at over £600k. We've recently taken a number of trusted clients to see the car in the flesh.

How did you get to where you are today?

I actually started my career in media, working in the reprography department of a regional

newspaper business in Norfolk. After a couple of moves I found myself working in the advertising sales department at NCI Media here in the North East. From there, still very young, I began working for a specialist used car dealership; this led to subsequent jobs at Citroen, BMW and MINI before I finally joined Porsche. I achieved a great deal of success at BMW and MINI and enjoyed building strong relationships with the manufacturers; we were able to get the best out of each other.

Is it hard to sell Porsches?

Attitude is the key ingredient to be a successful Porsche salesperson. Our customers know what they want but also know that at the click of a button, they can buy through a dealership outside the area. We have a fantastic product to sell, a holistic marketing programme and best in class customer service, but ultimately, people still buy from people. Myself and my team can do product training and teach our salespeople about the support we provide to new customers etc. but training 'attitude' is always difficult. When we hire new customer facing staff therefore, we're always interested in their attitude and less concerned about their product knowledge, as that can be taught.

Finally, which one of the current range of Porsches would you take home?

I'm always taking different Porsches out on test-drives for customers, and seeing the cars on the road is a guaranteed way of generating interest in them and increasing footfall into our showroom. I like to take all of them home from time to time, the entire range is fantastic and people are always surprised at how affordable they are.

NEDKnot:

A Collaboration of Non Executive Directors

Meeting once a quarter, each Knot will consist of up to 20 senior executives invited by the sponsors.

NEDKnot (The Non Executive Director Knot) exists for executives who either are or want to be a Non Executive Director (NED), have the necessary personal and professional attributes, and who want to:

- Champion the value of NEDs
- Advocate rigorous NED selection
- Learn more about being a NED
- Meet other NEDs
- Develop their networking contacts

In addition, the sponsors will proactively encourage the participation of Business Owners, Investors and CEOs who are considering or planning the appointment of a NED to their board.

The NEDKnot's focus will be on the small and mid cap companies, SMEs, public and third sector organisations based in the region. For those who are active NEDs or seriously seeking NED

appointments in this target area, NEDKnot should be of value.

Each Knot will congregate in the early evening at an appropriate venue for an informal supper.

The meetings will explore current issues in the NED market, often stimulated by an invited guest with expertise or knowledge of particular interest to NEDs, and provide an opportunity to exchange information and ideas with peers.

The sponsors will continually invite views on how the value of the NEDKnot collaboration might best be developed.

If you are interested in participating in our collaboration on our activities and upcoming events, please contact Peter Neal on 0191 222 0770 or peter.neal@nigelwright.com



KNOT [not] noun

"An ancient term used by informal associations to signify a gathering and intertwining of interests and purposes. A group or cluster of persons or things."

NEDKnot in practice

