



LEARNING & DEVELOPMENT CASE STUDY

TRAINING PROGRAMME FOR FLEET EXCELLENCE

FOR UK'S LARGEST OEM

INTRODUCTION

Faced with rapid shifts in fleet sales and the growing complexity of electric vehicles (EVs), the UK's largest OEM - covering multiple major automotive brands - identified a need to upskill their Area Fleet Managers (AFMs). Traditional sales methods no longer aligned with evolving customer expectations, new regulatory demands, and the transition to a consultative, hybrid sales model.

To address this, the OEM partnered with BVRLA Learning and Development to launch its most comprehensive training programme in over a decade - tailored for 40 AFMs across all key brands. The initiative focused on EV expertise, consultative sales, customer segmentation, and market adaptation.

This case study explores how targeted, industry-specific training helped close capability gaps, re-energise professional development, and ensure consistent, high-quality customer engagement. Ultimately futureproofing the OEM's fleet strategy in a disrupted and competitive landscape. It also marks BVRLA's largest bespoke training project to date.

OVERVIEW

Who is the partner, and what is their business context?

The partner is the UK's largest OEM, encompassing multiple major automotive brands operating across rental, leasing, and fleet sectors.

Why is this training project significant?

This training programme represents a major milestone for both the OEM and the BVRLA. Delivered to a cohort of 40 Area Fleet Managers across all key UK brands, it is the most comprehensive and strategically aligned training these teams have undertaken in more than a decade.

The scale and ambition of this initiative are particularly significant. This is not a one-off training session, but a fully bespoke, multi-phase development programme designed to meet the evolving demands of a complex and fast-changing fleet environment. The programme was built from the ground up to equip fleet managers with modern consultative sales skills, EV knowledge, and market insights required to thrive in today's hybrid, customer-centric sales model.

Find out about bespoke training for your business
call 07918 109952 or email training@bvrla.co.uk

From a BVRLA perspective, this is the largest and most ambitious training project delivered to date - spanning multiple brands, departments, and training formats. It sets a new benchmark for OEM engagement, demonstrating how industry insight, government policy, and bespoke learning content can be combined to drive meaningful, long-term business impact. It's a flagship example of BVRLA's role in supporting members through transformational change.

TRAINING NEEDS AND CHALLENGES

What prompted the UK's largest OEM to seek training?

The OEM recognised the need for transformational change due to a rapidly shifting fleet management landscape. Post-pandemic, traditional sales models—built on in-person meetings and long-standing relationships—have fundamentally evolved. The rise of hybrid working, digital-first interactions, and more complex customer needs demanded new skills for Area Fleet Managers.

To stay competitive, the OEM needed to shift from transactional to consultative sales, ensuring fleet managers could act as true advisors—understanding customer challenges, articulating value, and positioning the OEM's multi-brand offering in an increasingly crowded and disrupted market. This was a strategic reorientation of their UK fleet engagement approach, not just training.

What specific challenges were the team facing?

Fleet managers faced multiple intersecting challenges impacting their confidence and ability to grow business, including:

- ◇ Skill gaps in EV technology, charging infrastructure, and positioning the OEM's EV offerings in the wider market
- ◇ Clarity on each brand's competitive advantage amid growing EV adoption and shifting fleet priorities
- ◇ Navigating a disrupted sales environment with new entrants, digital disruptors, and a more complex customer journey
- ◇ Developing consultative sales expertise beyond product-led conversations toward insight-led client discussions
- ◇ Better understanding and adapting to customer segmentation and decision-making structures
- ◇ Lack of formal training in over a year, causing disconnects between evolving market conditions and internal capabilities
- ◇ Need for deeper understanding of regulatory changes, electrification targets, and sustainability goals shaping fleet decisions

Was there a specific business driver behind the training?

Absolutely. This programme aimed to futureproof the OEM's fleet engagement strategy amid rapid industry change. Electrification, digital transformation, and new customer expectations are reshaping the market. To remain competitive, the OEM needed frontline teams equipped with knowledge, confidence, and consultative skills to deliver real value.

This was a strategic investment in people, performance, and long-term customer success - positioning the OEM as a trusted, forward-thinking partner for fleet clients in a dynamic market.

WHY CHOOSE THE BVRLA?

Why did the UK's largest OEM choose BVRLA over other providers?

The OEM needed more than a training provider - they needed a strategic partner deeply versed in the fleet, mobility, and automotive ecosystem. As the recognised voice of the rental and leasing industry, BVRLA offers unmatched industry expertise and the capability to design and deliver large-scale, bespoke training aligned with commercial objectives.

A catalyst was BVRLA's OEM Relationship Survey, providing data-rich insights on manufacturer performance, market perception, and customer expectations. This ignited a partnership focused on translating insights into impactful development for fleet teams.

BVRLA's ability to build training from the ground up - aligned with live market conditions, brand strategies, and business goals - distinguishes it. Understanding operational pressures, compliance, and strategic drivers unique to members, BVRLA integrates this knowledge into every project.

This initiative exemplifies BVRLA Learning & Development as a strategic enabler capable of delivering multi-brand, multi-location, cross-functional programmes at scale with measurable impact.

TRAINING DELIVERED

What training package was delivered?

- ◇ A bespoke half-day EV and market insights induction
- ◇ 'Fleet Excellence' two-day consultative sales course (Parts 1 & 2)
- ◇ Follow-up half-day coaching to reinforce learning
- ◇ One-day NLP and neuroscience training
- ◇ Additional coaching post-NLP course to embed skills

What was the structure?

A modular, multi-phase approach ensured lasting impact, combining classroom-style teaching with interactive, real-world activities. Bespoke materials, including tailored workbooks aligned to the OEM's fleet strategy, supported ongoing reference and application.

Follow-up coaching sessions promoted retention and practical use of new skills, allowing participants to reflect, address challenges, and reinforce competencies.

The flexible structure accommodated various learning styles and operational needs, with smaller groups fostering engagement and personalised feedback.

This approach ensured deep understanding of EV market positioning, consultative sales, and customer engagement, enabling sustained performance improvement.

Who attended?

Over 40 Area Fleet Managers across all key brands, split into groups of 10 for effective learning

How was the training delivered?

Training was delivered in-person at the OEM's national facilities.

**Find out about bespoke training for your business
call 07918 109952 or email training@bvrla.co.uk**

THE EXPERIENCE

How would you describe the training experience?

The BVRLA training was immersive, tailored, and highly professional. Face-to-face sessions combined expert facilitation with dynamic, interactive learning far beyond typical training.

Participants engaged in scenario-based exercises, group discussions, and role plays, supported by custom workbooks aligned with the OEM's fleet strategy for direct real-world application.

BVRLA's in-house research, market intelligence, and links to government policy infused the training with the latest industry insights—particularly on EVs and mobility policy. Delegates were not only trained but also briefed on future market trends and leadership within the sector.

OUTCOMES AND IMPACT

What benefits has the OEM seen so far?

The expected benefits of the programme include:

- ◇ Improved staff knowledge and confidence
- ◇ Enhanced customer service delivery
- ◇ Better alignment with EV and market trends
- ◇ Increased employee engagement and development
- ◇ Operational efficiency through consultative sales skills
- ◇ Alignment with professional development pathways

Any measurable improvements?

Measurable gains include:

- ◇ Increased EV knowledge and confident client conversations
- ◇ Enhanced consultative and solution-based selling techniques
- ◇ Greater awareness of fleet market trends and policies
- ◇ Improved customer segmentation and targeting
- ◇ Higher sales effectiveness via hybrid and consultative models
- ◇ Formal upskilling of 40+ AFMs, closing skill gaps
- ◇ Boosted confidence and engagement through practical exercises and coaching
- ◇ Streamlined sales processes aligned with business goals
- ◇ Long-term skill retention via modular training and coaching
- ◇ Alignment with industry standards and regulatory compliance

**Find out about bespoke training for your business
call 07918 109952 or email training@bvrla.co.uk**