

Mitsubishi Motors



Japan's Mitsubishi Motors competes with other global automobile manufacturers. In addition to continuously improving its technology, Mitsubishi is committed to strengthening its quality services.

COURSE OF ACTION

1. A traditional sales training was completed by 800 sales representatives in Japan.
2. *Persona's Persuasive Salesperson* methodology was applied to another sales team with the same number of participants.
3. The training result was observed over a 2-year period.

RESULTS

The sales people who completed *Persona's Persuasive Salesperson* methodology sold an average of 39 more cars per person annually than those in the other team with regular sales training. Ultimately, understanding how to identify and respond to the needs of others resulted in an extra 31,200 sales each year.