

**Exponential Information Retention**

**CounterIntuition<sup>©</sup>**

**Proficiency for Parts Pros**

Powered by Motus  
GameTeach<sup>©</sup> Technology

**WADE**  
  
**PARTNERS**

# **The Most Terrifying Aspect of Coaching College Football...**

Watching an 18-year old run around with  
your pay check in his back pocket...

**It is the same in parts and service  
marketing!**



# Every Marketing Dime Depends Upon The Least Common Denominator.

- At the counter level, it is a big step from “Did you want fries with that...”
  - What parts lines do I have?... Which parts are in which lines? ...Do we carry that in private label?...How is that catalog laid out?
  - Multiplied by 60 -100 lines...thousands of SKUs.



# Wade&Partners...Leaders in Entry Level Training Technique for the Aftermarket

- Programmed Instruction Courses
- Street Level Distributor Economics Series
- Multi-Media Product Training
- University of the Aftermarket
- Standardized Product Sales Approaches
- Northwood U. College Textbooks
- NAW, AMA



# Information Overload: The Biggest Obstacle to Product Line Differentiation

- A weekday *New York Times* contains more information than the average person was exposed to in an entire 17<sup>th</sup> century lifetime.
- There has been more information produced in the last 20 years than during the previous 5,000.
- There are no aftermarket categories without overcapacity or over distribution.



# Electronics Define Pace of Change

## Hallmark Musical Greeting Card

- More computing power than existed in the entire world before 1950.

## Timex II Digital Watch

- More computing power than existed in the entire world before 1961.

## Panasonic Home Video Camera

- More processing power than the original IBM 360.

## Play Station 2 Video Game System

- Greater processor power than the original 1976 Cray supercomputer.

## A New GM Passenger Car

- Greater processor power than the first lunar lander.

**...Yes, as a matter of fact, it is rocket science!**



# Information Available to Us Doubles Every 5 Years.

- In 1947, 85,000 books were in print. There were 357 publishers.
- In 1997, 1.3 million were in print. There were 49,000 publishers. *160,000 were published last year alone.*
- At least 50,000 pages of new aftermarket catalog data is available to the jobber counterperson each year.
- **Parts proliferation is secondary to info proliferation.**



# Readers May Be Leaders, But...

- The average teenager has been exposed to an average of 5 hours of television per day.
- Average SAT reading scores are actually declining in constant terms.
- The interactivity of the Internet is quickly becoming the preferred method of education and training delivery...including votech, high school and college.



# Adoption of Innovation

## Internet Hosts

1969-	4 sites
1979-	188 sites
1989-	80,000 sites
1999-	56 million sites
2002-	162 million sites

# A Back to Basics Approach, With a Twist.

- A recent survey showed that executives estimated that 37% of their employees lack fundamental math, reading and writing skills.

*Olsten Staffing Services, New York*

- We are increasingly faced with a bi-modal distribution of experienced store managers, sales people and technicians.
- Competition for talented entry-level people is intensifying, especially at the store level.



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## **New Approach for Training The Automotive Aftermarket**

- Use of the most familiar medium for entry level personnel and new product introduction.
- Perfect for line changes and consolidations.
- The most efficient and traceable technique for store and warehouse changeovers.



# **Video Learning Games: Audience Preferred Training Delivery Media**

- Avoids the hurdles of non-readers.
- Minimizes the effects of limited English.
- Provides product information support at the critical point of customer contact.
- Maximizes differentiation of brand and category.



# Systematic Approach at The Increasingly Critical Entry Level

- Our games link training, performance, measurement and feedback.
- The elements of the game create the foundation and platform for a system.
- Performance improvement becomes a sustainable process.

# Making the Point Where It Counts

- Games teach the critical product, catalog or competitive information people need to perform well when interacting with customers or peers.
- Customers want salespeople to be able to explain products... when a sales person can speak confidently and make recommendations about a product – customers buy what is recommended in over 70% of all transactions.



# Personnel Evaluation Tool

- Because our database is linked to the training game, scores and play frequencies are automatically captured for every single person who plays the game.
- Measurable links between training and performance are no longer subjects for conjecture and can be proven to distributors.
- Pre and post testing verifies materials.

# Track Results to Support and Improve Individual Performance

- + Compare the performance of one team, group, location, entity, etc. against others and against established goals;
- + Use the information to incentivize performance through contests, performance rewards and recognition programs;
- + Analyze performance over time to improve employee selection and hiring.



# Self-Pacing and Timing Multiplies Individual Effectiveness

- Playing the game and receiving the training is an individual experience between the person being trained and a computer. No set classes or trainers are needed.
- Added expenses for trainers, travel expenses, classroom costs, logistical planning, etc. do not exist.
- Games are highly cost effective.



# Instant On-Line Effectiveness

- New employees can receive the training immediately and become productive faster – there is not wait for the next class or for the factory trainer to come around.
- Playing time for each game is typically between 10 and 15 minutes
- Disruption and lost sales time is minimized.
- Groups of people are not absent at one time.

# The Dog Has To Want The Food!

- The games are a lot of fun to play. The scoring and pace of each game stimulate competitive urges. People want to play them many times.
- Training is not forced on people – they want it.
- Repetition is the mother of product learning. By having people want to play the games repetitively, we can effectively use the learning science embedded in each game to get the required knowledge to become part of long term retention.

# Setting Your Own Standards

- Scoring and time pressure are built into every game. This creates the tension needed to foster recall in real-life customer interactions.
- Learning occurs every time. A person must achieve a certain score to move on. All results are automatically recorded in the database.
- Attention and learning cannot be faked. No one can sleepwalk through a game and pretend to learn.



# Repetition is Key to Reinforcement

- *Playing the game repetitively is assured.*
- Sales people unconsciously get an enhanced perception of the product as a result of playing the game and receiving the training.
- Strengthening sales force influence leads to more product recommendations and more sales. Brand image is strengthened.

# There is No Substitute for One-on-One

- Our games personalize and humanize the products that are the subject of our training.
- Sales force mind share is increased. Because of the unique ways in which we personalize and humanize the product in our game, sales people unconsciously recall the product ahead of others in selling situations.
- They will have instant recall when they need it – in front of a customer in a real-life selling situation.



# The Future of Computers and Communications

## Are Especially Hard to Predict

- “Future computers may weigh no more than 1.5 tons” ...  
*Popular Mechanics*, 1949
- “ I think there is a world market for maybe four computers” ...*Thomas Watson, IBM Chairman*, 1943
- “There is no reason anyone would want a computer in their home” ... *Ken Olson, CEO, Digital Equipment*, 1977
- “This ‘telephone’ has too many shortcomings to be seriously considered... the device is inherently of no value to us” ...  
*Western Union Board Memo*, 1876

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## Utilizes Proven Techniques

- Developed for use in high tech product retailing.
- Used by Department of Defense.
- Major applications in medical and aerospace support field.
- Certifiable individual results where averages can be dangerous.





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## Five Steps To Development

- Target Definition
- Review of Related Material
- Game Series Design
- Finalization
- Internet Adaptation

***Then Let's Go Sell Something!***



# Step 1- Target Definition

- Who is the target? (Jobbers, retailers, service techs, manufacturer reps, direct sales people, customer service reps, etc.)
- What exactly do we need to teach? (Product attributes, features, benefits, order procedure, policy, catalog use, competitive difference, other key issues)



# Step 2- Review Related Materials

- Review sources of information.
- Define need for integration of existing materials.
- Investigate competitive and other outside approaches.

# Step 3- Design Game Series

- Create visual / contextual theme.
- Clarify story lines and segment by segment content.
- Define technical / product info limits.
- Field test concept with draft.



# Step 4- Game Series/ Segment Finalization

- Technical debugging.
- Executive editorial tweeking.
- Extensive sales / marketing management testing.
- Market introduction.



# Marketing the Concept and Availability... Sell Something!

- Work with ad / pr agencies.
- Train reps remotely or at sales meetings
- Make appropriate programs available to votech schools.
- Accept awards for “dramatic furtherance of mankind’s knowledge and improvement in the human condition.”



# Five Steps To Development...

- Target Definition, Review of Related Material 2 weeks
  - Game Series Design 3 weeks
  - Finalization 4 weeks
  - Internet Adaptation 3 weeks
- 12 weeks**

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## Approach to Today's Training

- Proven, culturally appropriate teaching technique.
- Reinforces marketing investment where influence is more critical than control.
- Creates differentiation at the level of Lowest Common Denominator.
- Turns learning science into productive, competitive fun.





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## Game Training System

- Training Technique- Gaming Arousal
- Performance- Documented
- Measurement- Pre and Post Test
- Evaluation- Great HR Tool



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## “State/Repeat/Summarize” Technique

- Quantify competence & enthusiasm levels :
- Company Individuals
- Customers
- Sales Groups/Regions
- Manufacturer’s Reps

**Provides Scientific  
Incentive Basis**



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**Extending the Leading Edge  
To the Entry Level...**

*Refining Training as the  
Efficient Force Multiplier.*



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