

Education Award for Porsche Dealer Academy

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08/06/2016 The further training programme for dealers at Porsche Centres has received the renowned German Education Award. It qualifies general managers at Porsche Centres throughout the world to manage with even greater professionalism.

Great honour for the Porsche Dealer Academy: The Sales Organisation Training department received the award in Berlin. They were awarded a special prize for project structure and organisation, contents and innovative transfer work.

“We are delighted with the award,” said Project Manager Robert Fallbacher. “It is valuable feedback for our work and shows that the Dealer Academy is the right path to prepare our dealers effectively and systematically to face the challenges of the future.”

Since the beginning of 2013, the Dealer Academy supports dealers at Porsche Centres all over the world to master rapid changes in a demanding economic situation. This helps them achieve continuous improvement and further development.

Manage Porsche Centre with even greater professionalism

“Our aim is to provide general managers with concepts to manage their Porsche Centre with even greater professionalism. Theory and practice are closely intermeshed here,” explained Head of Department Matthias Wiesinger. The one-year programme is divided into three attendance weeks during which the courses deal with topics such as leadership, innovation, strategy, finances, personnel, marketing and sales. In addition, training includes virtual coaching units and a final assignment. Porsche receives support here from the renowned University of St. Gallen.

More than 130 participants have successfully completed further training courses at the Dealer Academy. This year, the figure will grow by about another 25. The Dealer Academy is part of the long-term Initiative Porsche Business Excellence (PBE) to make Porsche Centres fit all round for the future.

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