

Facilitator Guide

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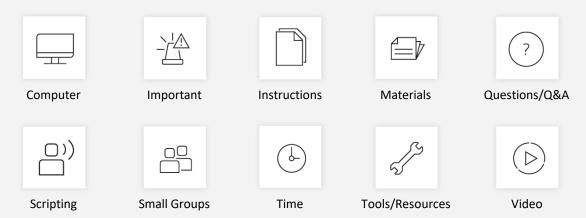
Training Overview

About the Document

This document provides information needed to facilitate the model training **Audi A3**. Read the document in its entirety prior to facilitating the course to familiarize yourself with the content flow. It is designed to assist you in facilitating and gives slide-by-slide instructions and scripting. Feel free to present the information in your own words rather than using the scripting.

Icon System

Icons are used as visual indicators to represent different sections or categories, making it easier to navigate the document. The following defines each icon. Note that not all icons listed may be relevant to this course.



Preparation and Setup

Arrive at the Audi Learning Center early to prepare for the training. Ensure that you have all course materials and supplies readily available.

Training Room and Equipment

The training room should seat up to 16 participants. Verify the following items are available and functioning properly:

- Facilitator Laptop
- Facilitator Guide and Presentation
- Projector
- Speakers/Audio
- Participant Sign-in Sheet
- Flipcharts (2) and Markers
- Learning Center laptops or iPads for participants to share

Agenda and Training Schedule

MMI Infotainment			
2 min	Welcome		
10 min	Design		
10 min	Performance		
10 min	Technology		
10 min	Driver Assistance		
10 min	Demographics & Owner Experience		
3 min	Exit Ticket		
55 minutes	Total Time		

Follow the schedule as closely as possible. While timeframes are provided, it may be necessary to adjust the timing on a certain topic based on participant questions and group discussions. Make note of the timing of the overall course as well as individual sections and activities.

Performance Objectives

- Describe the design and performance features of the Audi A3, S3, and RS 3.
- List the technology and driver assistance features of the Audi A3, S3, and RS 3.
- Explain the driver assistance features of the Audi A3, S3, and RS 3.
- Create customer benefits statements tailored to the customer demographics of the Audi A3, S3, and RS 3.

Audience and Delivery

The audience for this training will be dealership personnel, sales personnel, and Audi Technologists. This audience has varying levels of expertise:

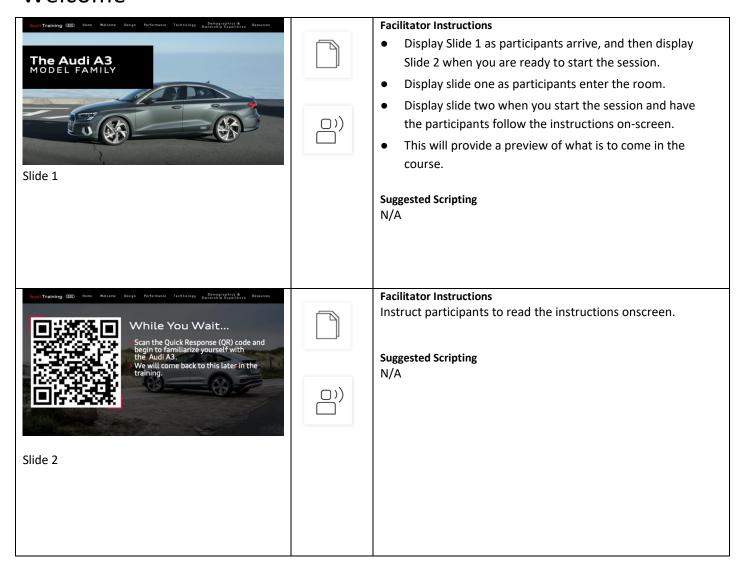
Level 1: Product Overview

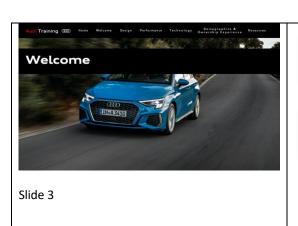
Level 2: Sales/Customer Support

Level 3: Technology Expert/Troubleshooting

Tailor the amount of time you spend on each section according to the level of participants in each session you present.

Welcome









Facilitator Instructions

- Introduce yourself and welcome the participants.
- Share a brief overview of your background, experience, and tenure with Audi.
- If the participants don't know each other, ask them to briefly introduce themselves, share their roles, and how long they have been with Audi.

Suggested Scripting

Welcome to Audi A3 Training! After this training, you'll be able to describe the design, performance, technology, and driver assistance features of the A3 model.

Course Objectives > Describe the design and performance features of the Audi A3, S3, and RS 3. List the technology and driver assistance features of the Audi A3, S3, and RS 3. > Explain the driver assistance features of the Audi A3, S3, and RS 3.

Create customer benefits statements tailored to the customer demographics of the Audi A3, S3, and RS 3.

Facilitator Instructions

Review the learning objectives with the group.

Suggested Scripting

By the end of this training, you'll be able to describe every aspect of the A3 model.

So, let's buckle up and embark on an adventure through the world of design, performance, technology, and driver assistance, all within the realm of the A3 model.

Slide 4









Facilitator Instructions

Review the QR code information.

Ask participants to discuss any features from the e-tron GT models that stuck out to them.

Solicit responses from the group.

Suggested Scripting

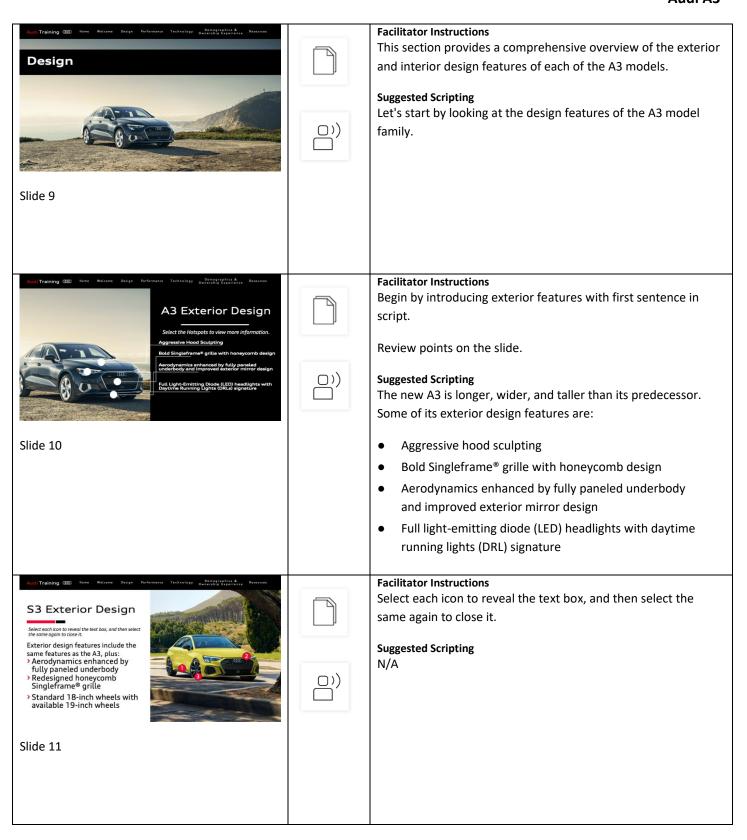
Earlier, you were all asked to scan the QR code to read over the features. Here it is again.

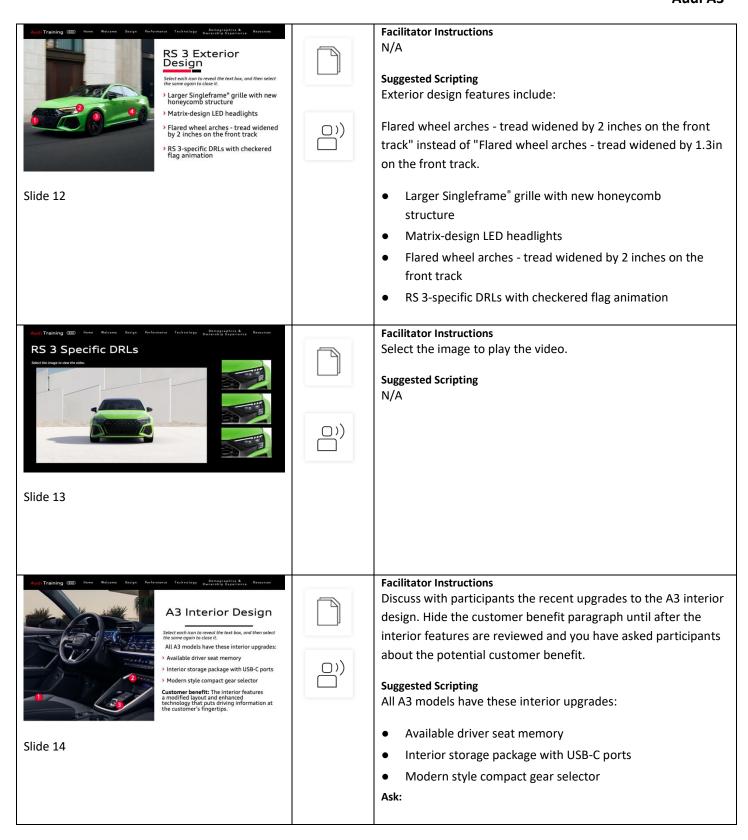
Let's take a moment to discuss any features you found interesting or features that add value to customers' driving experience.

		Using the model landing page, the current page you are browsing, is a valuable tool to help in the needs assessment portion of the sales process.
Agenda Agenda Agenda Design Technology Driver Assistance Demographics & Ownership Experience Exit Ticket Slide 6	Î Î	Facilitator Instructions Review the agenda. Suggested Scripting Here's what our training will be today. Take a moment to review it. Any questions before moving forward?
Housekeeping Parking Lot Phone Usage Policy Slide 7	ô	Facilitator Instructions Review the housekeeping items with the group. Ask the group if there are any questions so far. Suggested Scripting Before we dive in, let's cover a few housekeeping items. We'll use a technique called the Parking Lot. If you have any questions that cannot be answered in this training, we will add them to the list, and they will be answered as quickly as possible.

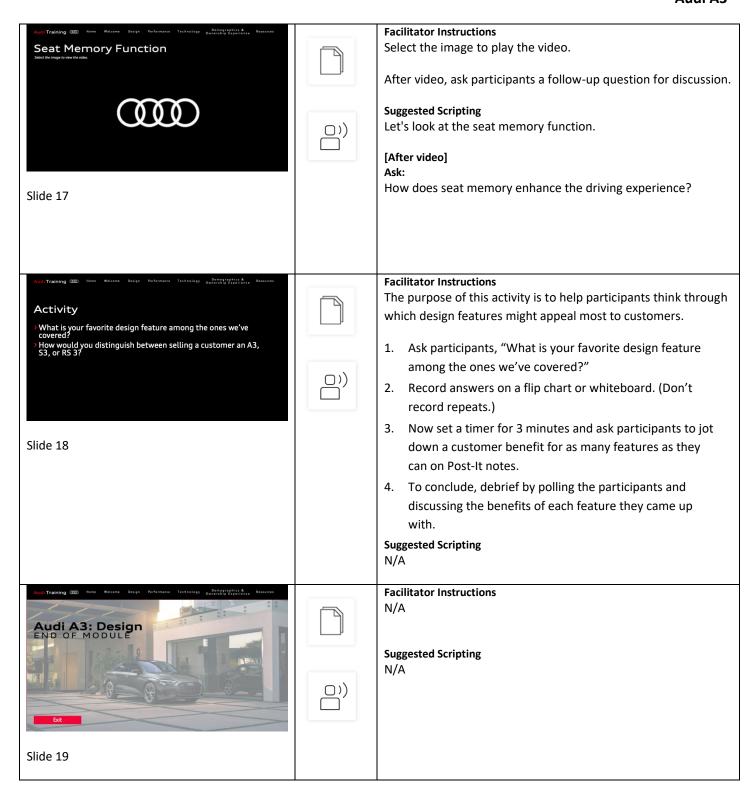
		To avoid any distractions, and out of courtesy to all participants, we ask that you please silence your phones and avoid texting or browsing while training is underway. Are there any questions before we get started?
A3 With the Audi A3, you get the premium features and functionally of a full-size section in a size built for your life. Slide 8	ô	Facilitator Instructions Take a moment to introduce the A3 family to participants. This slide provides a brief overview/introduction of each of the A3 models. Pause for any questions as needed. Suggested Scripting Before digging into the details of this model, let's take a quick look at the model family, which includes the A3, the S3, and the RS 3.

Design

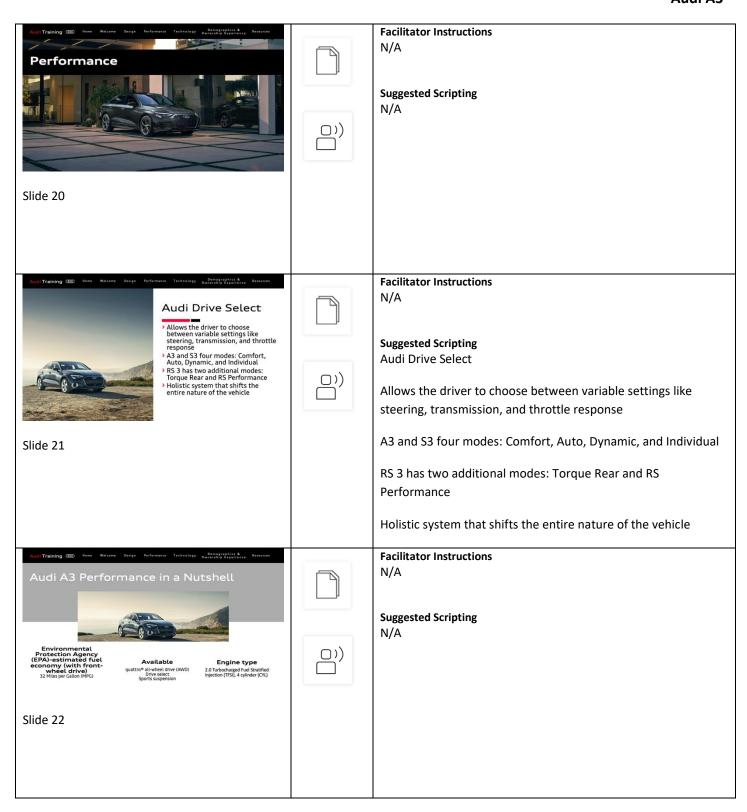


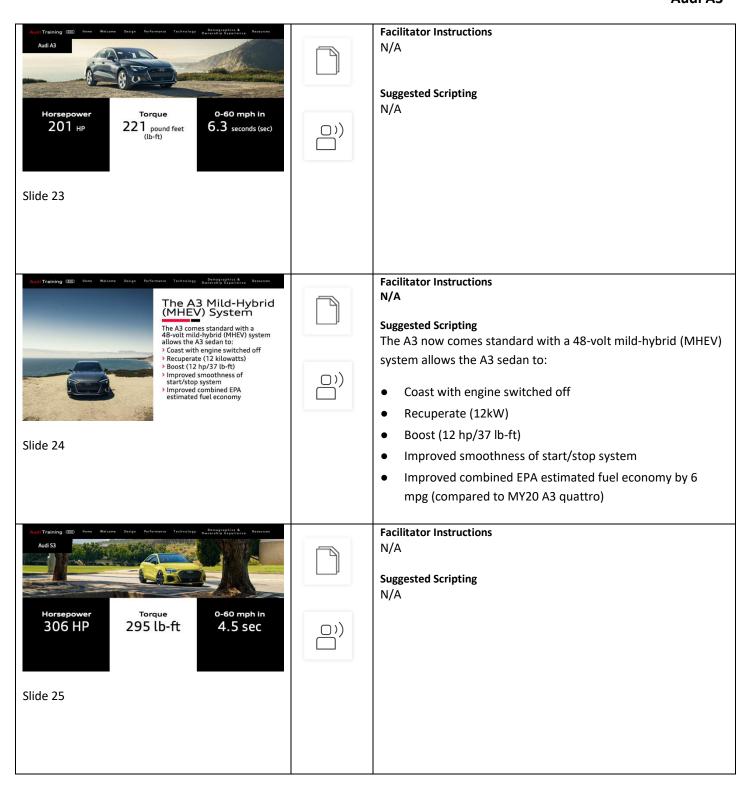


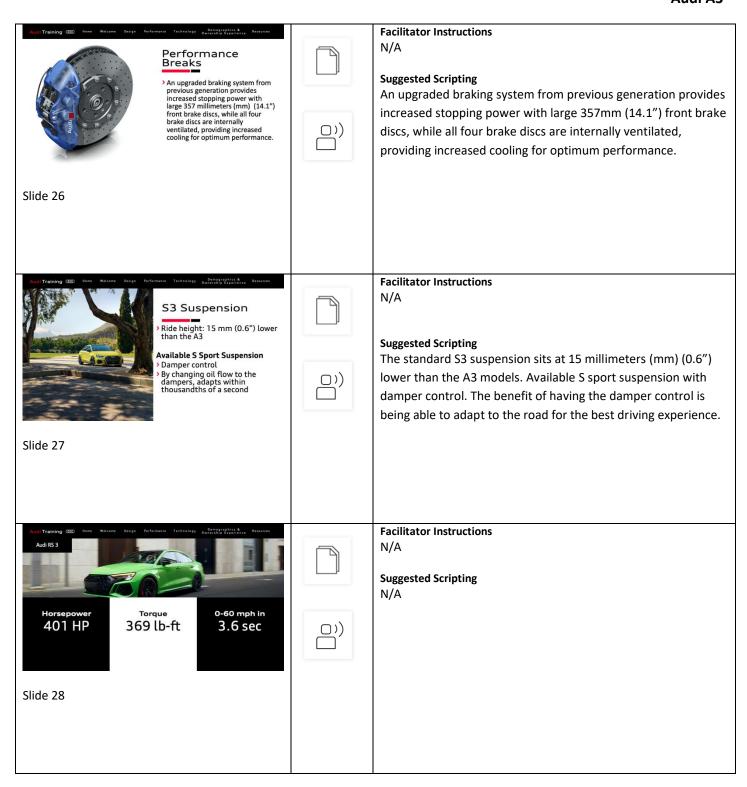
What do you think the customer benefit of these features are? **Customer Benefit:** The interior features a modified layout and enhanced technology that puts driving information at the customer's fingertips. **Facilitator Instructions** Select each icon to reveal the text box, and then select the S3 & RS 3 Interior Design same again to close it. Some of its interior design features include: **Suggested Scripting** Perforated steering wheel with S logo N/A > Available Carbon atlas structure inlay and standard Aluminum spectrum \bigcirc) > Sport seats in black with gray or red stitching or Sport seats in gray with gray stitching Slide 15 **Facilitator Instructions** Select each icon to reveal the text box, and then select the S3 & RS 3 Interior Design same again to close it. Select each icon to reveal the text box, and then select the same again to close it. Some of its interior design features include: **Suggested Scripting** Perforated steering wheel with S logo N/A Available Carbon atlas structure inlay and standard Aluminum spectrum (() Sport seats in black with gray or red stitching or Sport seats in gray with gray stitching Slide 16

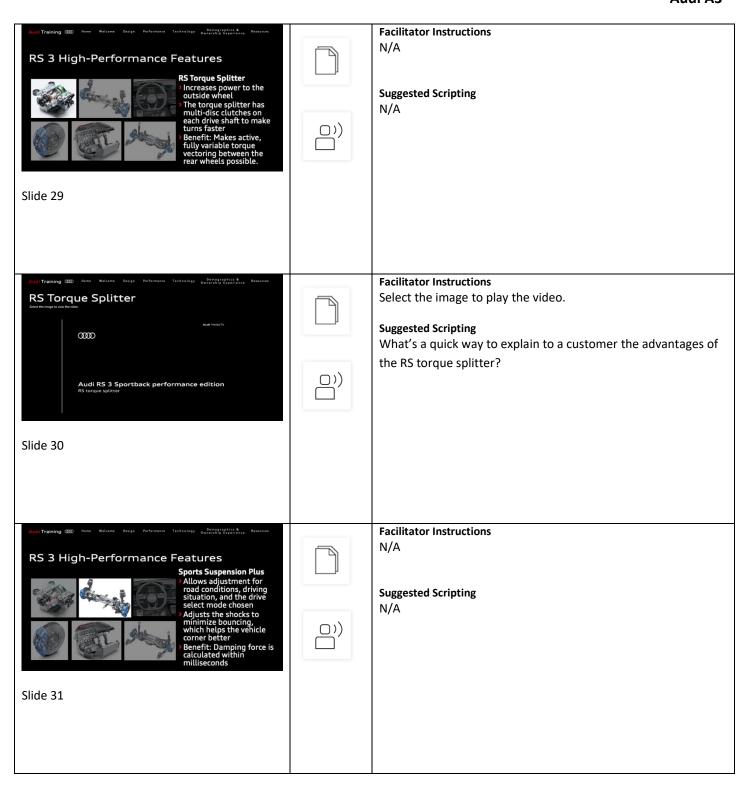


Performance

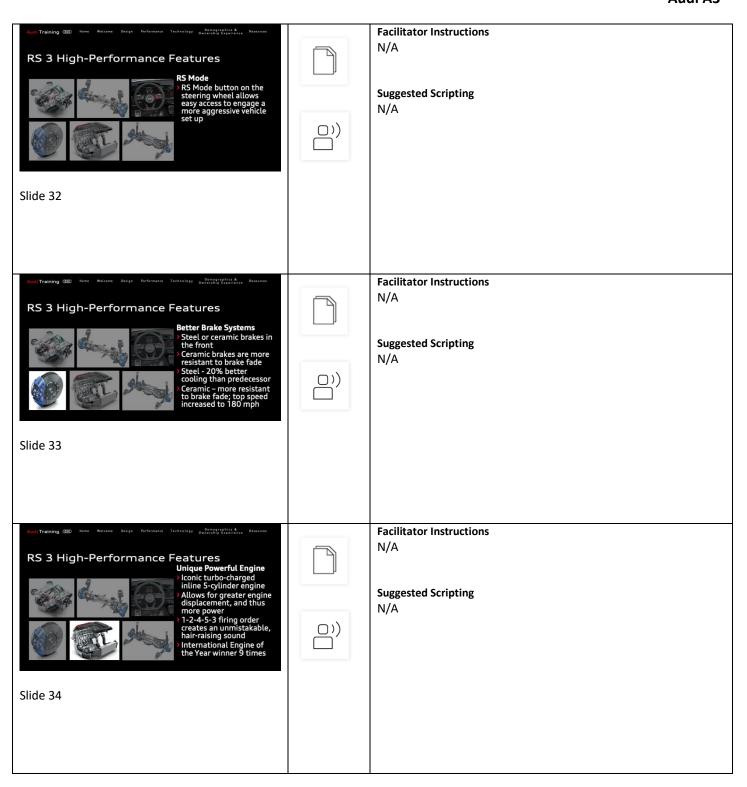






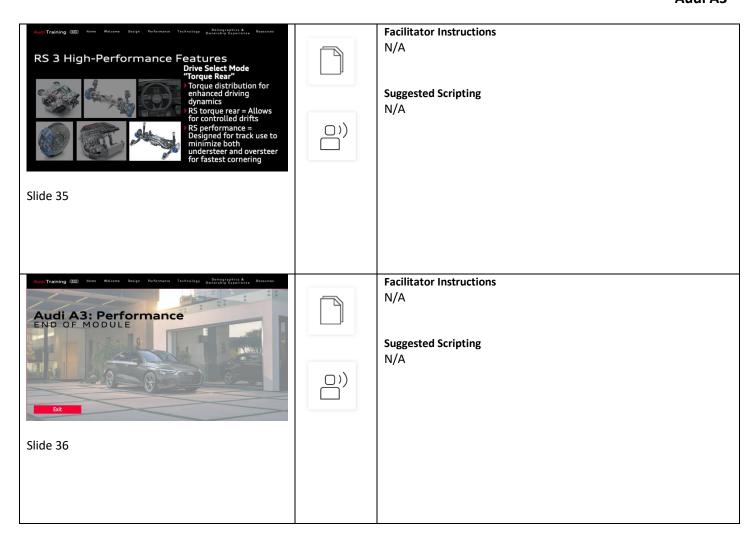


Audi Training 0000

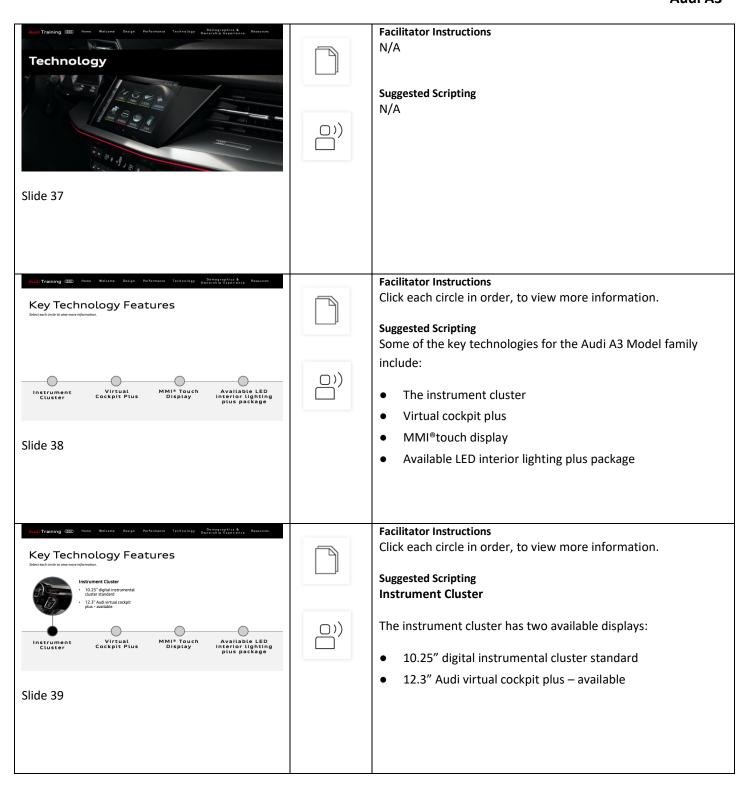


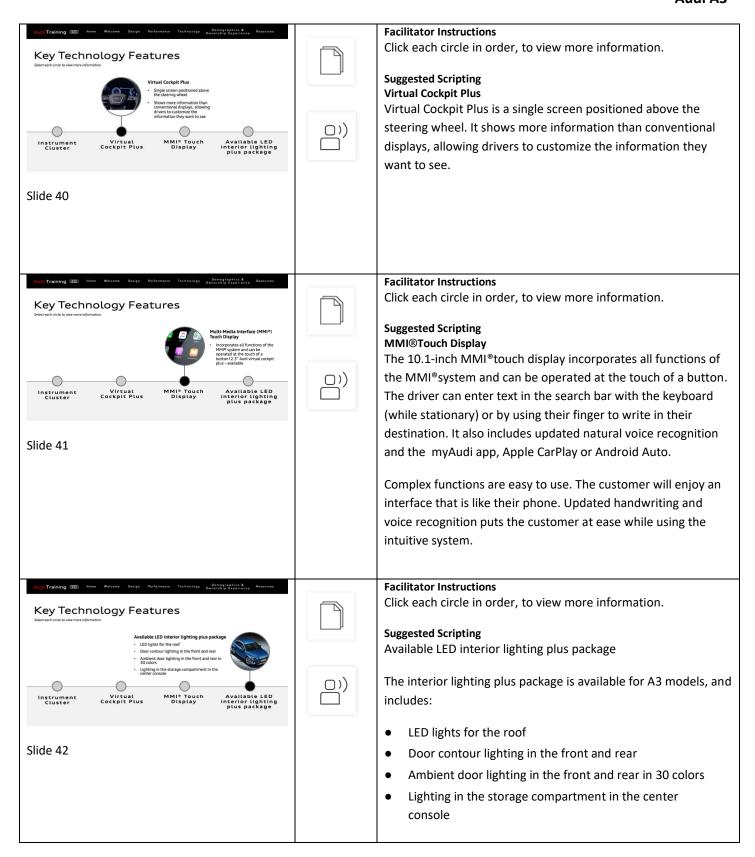
Audi Training 0000

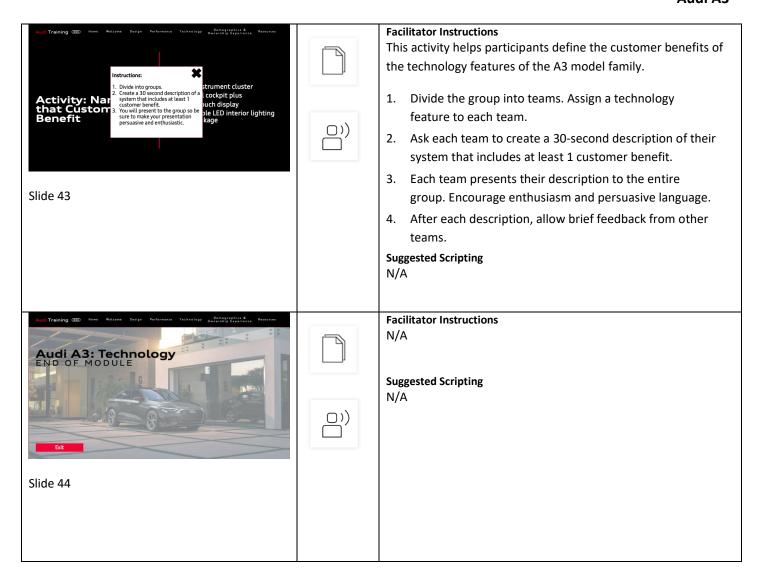
Audi A3



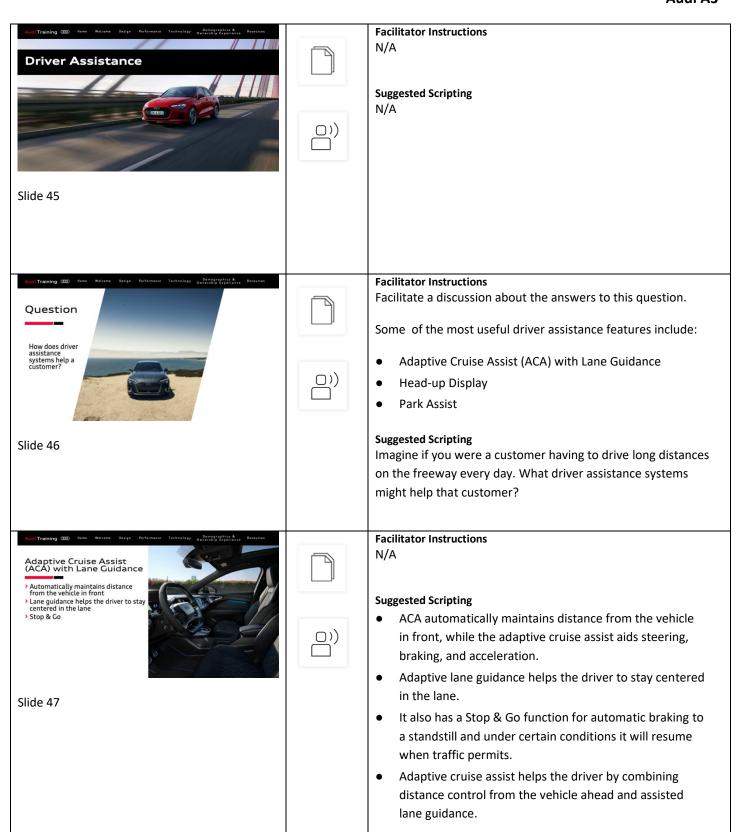
Technology

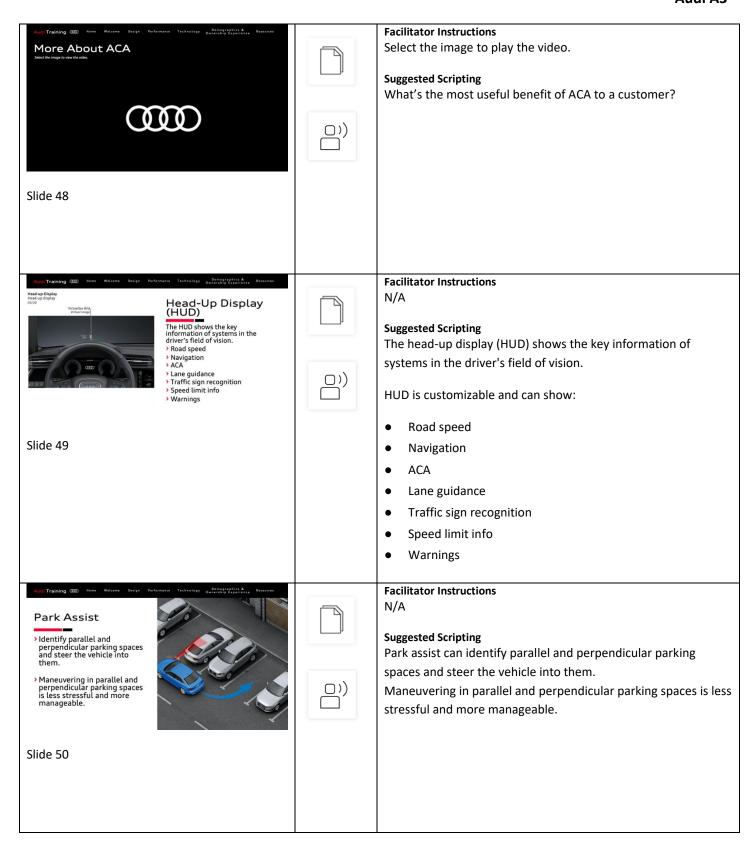


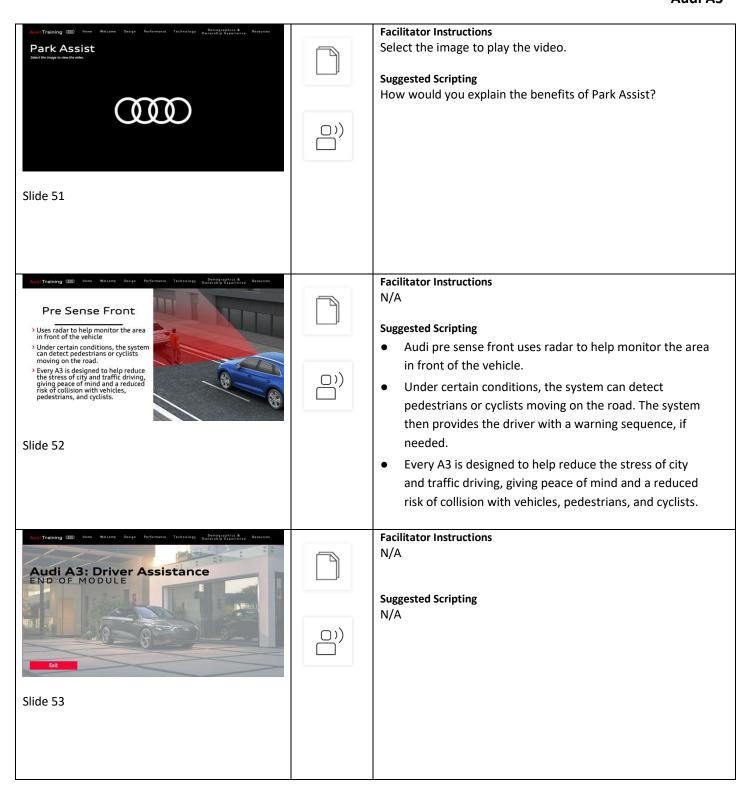




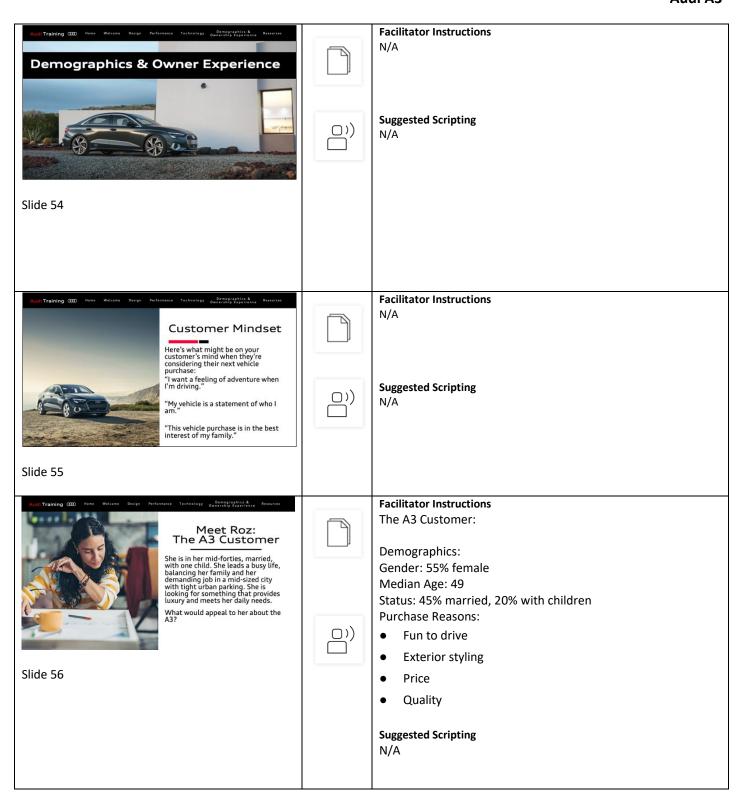
Driver Assistance

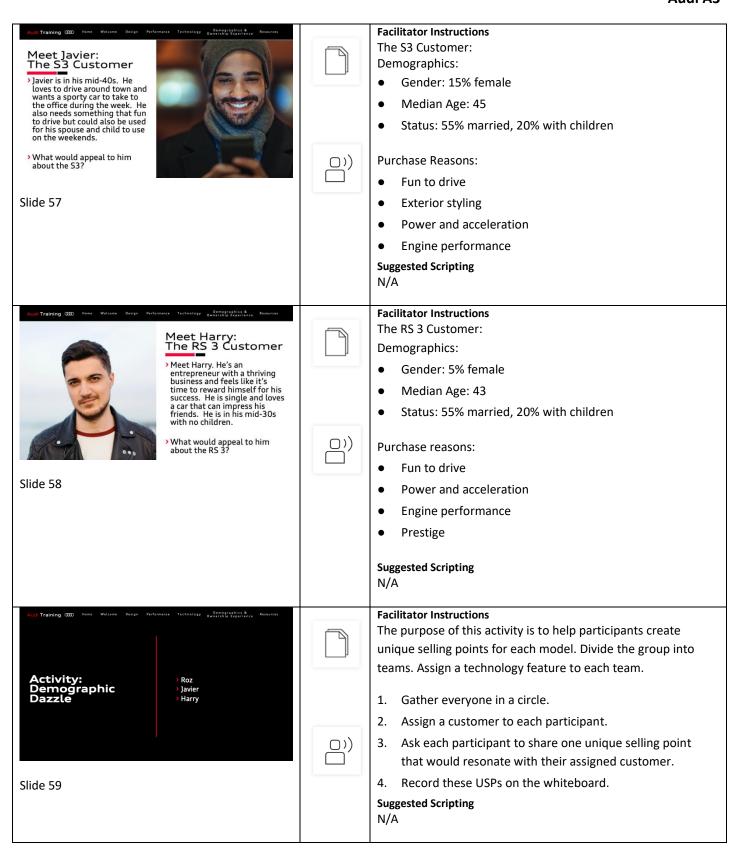


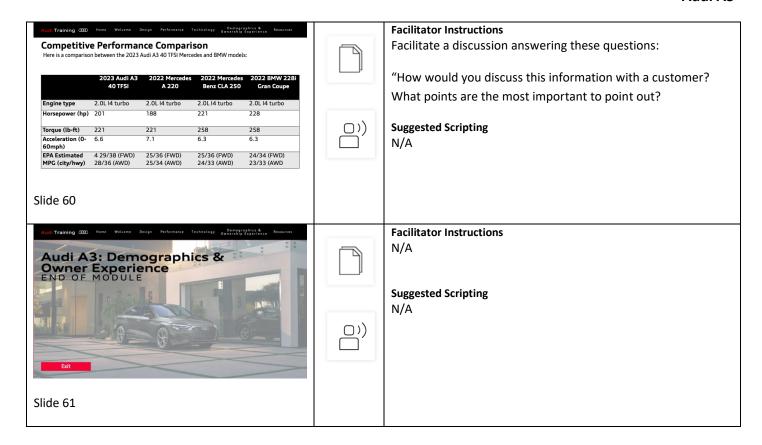




Demographics & Owner Experience







Resources

