Peer Mentoring/Referral Program

In-Dealership EV & Charging Education

Turn-Key Home Charger Point of Sale

Lead generation, education and nurturing

Brand & product specific EV market insight

Dealership EV Education and Support
The EV Customer

A person’s 1st EV purchase differs from an ICE car purchase.

It requires more extensive research and understanding of three key items:

- *EV lifestyle*
- *EV economics*
- *EV charging experience*
EV Consumer Stages

Beginner → Interested → In Market → EV Driver

ChargeHub 9
EV Consumer Stages

Beginner → Interested → In Market → EV Driver

- EV lifestyle
- EV economics
- EV charging experience
Best EV Marketing & Sales Person
Best EV Marketing & Sales Person

Sponsorship/Referral Program

Beginner → Interested → In Market → EV Driver
Sponsorship/Referral Program

Beginner → Interested → In Market → EV Driver

Guru
Rookie
Friend
3 crucial steps to higher EV closing rates

- Fast response
- Long test drive
- Clear quote
3 crucial steps to higher EV closing rates

- Fast response
- Long test drive
- Clear quote

Impacts of missing one of these 3 steps?

- EV lifestyle - EV economics - EV charging experience -
3 crucial steps to higher EV closing rates

- Fast response
- Long test drive
- Clear quote

Impacts of missing one of these 3 steps?

Solution = Tools and monitoring
Key Points

- First time EV buyers have a different path to purchase
- ChargeHub peer-to-peer sponsoring program works
- Dealerships increase EV closing rates with EV specific sales tools

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