

Sales and Marketing

Customer POV—The Nissan Approach to Service



The customer's perspective forms the foundation of Nissan's sales and service philosophy. Customers are always treated as individuals deserving of the most informative sales presentations and the fastest, most professional after-sales service. This is clearly outlined in detail in the Nissan Sales and Service Way (NSSW), a comprehensive approach to upgrading the quality of our sales and service operations. Through a variety of activities, we work to exceed customer expectations, create attractive showrooms, establish Nissan as a trusted brand, and improve customer satisfaction.

Increasing Female Sales Staff

Having a sales staff that more closely reflects the diversity of our customer base is a top priority. In Nissan showrooms throughout Japan, for example, we are stepping up efforts to increase the ratio of female sales staffers. Technical advisors in our service department are also trained to carefully respond to customer comments and needs, and we are increasing the ratio of our female technical employees as well through training programs. We are working continuously to make our showrooms more inviting and responsive to the needs of our customers.



We plan to raise the ratio of female sales staff to 10 percent in our showrooms throughout Japan by the end of 2007

Showrooms Designed for a Diverse Customer Base

Nissan showrooms increasingly reflect the growing diversity of our customer base. Special Nissan Life Care Vehicles designed for the disabled and elderly are now making their appearance, along with commercial vehicle Pro Shops offering a number of customizing options for light commercial trucks. These developments are making Nissan more responsive to the varied needs of our customers. All of Nissan's dealerships throughout Japan also operate under our original environmental management certification system, branded as the Nissan Green Shop. Based on ISO 14001, Nissan Green Shop is an annual audit that ensures we are in full compliance with all environmental laws, minimizing our environmental impact, and that we engage our customers to share in our green efforts.



Specially trained Life Care Vehicle sales staffers assist customers at a dealership in Japan

Debuting Worldwide—The Infiniti Brand

Since its U.S. debut in 1989, Nissan's Infiniti luxury brand has been introduced in a growing number of countries worldwide. Currently, Infiniti models are available in Canada, the Middle East, Russia, South Korea and Taiwan, where they are recognized for their sophisticated design and high performance. The Infiniti brand is scheduled to make its first appearance in China, the Ukraine and Western Europe in the near future, where Infiniti is expected to become a strong competitor within the Tier 1 luxury brand segment.



One of several Infiniti showrooms in South Korea