



*EMPOWERING MINDS,
TRANSFORMING FUTURE*

P R O D U C T T R A I N I N G T E N D E R
4 ^{T H} P R O P O S A L – F I N A N C I A L O F F E R u p d a t e d

D e c e m b e r 0 9 2 0 2 4

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We thank you for the technical approval by our Technical Dept and we send you our final best offer for the Product Training Tender.

Koinè offers a **KOINÈ SERVICE department in TURIN** to meet Stellantis needs related to central management and development of all Sales Retailer product Training deliverables for the **FCA brands (Fiat - Abarth - Jeep (outside of NA) - Lancia - Alfa-Romeo - Fiat Professional)**.

This offer is intended for the management and development of EX-F + 50% of the volume planned for transversal training.



2025 PROJECT – Ex F Brands

TOTAL REDUCED QUOTE

This is the last best quote we can reach. The initial prices were already reduced as much as possible to meet your requirements and we already made a previous discount in September.

KOINÈ proposes you the following reduced quotes:

2025 TRAINING MODULES+ TRANSVERSAL & ROLLING ACTIVITIES – Ex F Brands
AMOUNT : Euro 1.328.900,00

2025 GLOBAL PROGRAM OFFICE MANAGEMENT ACTIVITY – Ex F Brands

(GOVERNANCE ACCOUNT MANAGER - 1 SENIOR PROJECT MANAGER)

OPTIONAL (+ 1 SENIOR PROJECT MANAGER +2 JUNIOR PROJECT MANAGER)

Details in next pages



2025 TRAINING MODULES + TRANSVERSAL & ROLLING ACTIVITIES

– Ex F Brands – Variable costs

	WBT			IBT	F2F Test Out	SALES VCT	VCT Sales Follow-Up	AS VCT	Finance VCT	Sales MEMENTO	Handover MEMENTO	TTT	Brand Assessment	Beedeez
	DLM 1	DLM 2	DLM 3											
AGENCY PRICING PER UNIT PROPOSAL	0,00	19.600,00	0,00	29.400,00	5.000,00	19.600,00	14.700,00	10.700,00	15.000,00	4.000,00	9.000,00	14.700,00	5.000,00	1.000,00
2025 Volume	0,00	11,00	0,00	6,00	6,00	5,00	6,00	6,00	6,00	11,00	11,00	8,50	0,00	0,00
2025 50% Volume Transv	0,00	6,00	0,00	0,00	0,00	3,50	0,00	0,00	0,00	7,50	0,00	0,50	5,00	50,00
2025 TOTAL Price		333.200,00		176.400,00	30.000,00	166.600,00	88.200,00	64.200,00	90.000,00	74.000,00	99.000,00	132.300,00	25.000,00	50.000,00

4 project managers /coordinators are included

SUPPORTING ROLES Included in deliverables cost

Job Title	4 PROJECT MANAGERS (COORDINATORS)	AGENCY INTERNAL EXPERT	3rd PARTY EXPERTS
Customer Facing (Yes)	yes	yes	
Full Time Equivalent %	100%	100%	
Total Cost Fixed	0	0	
If needed ; Variable Cost per day			

OVERALL DURATION FOR EACH DELIVERABLE :

- 1 WBT – 60'
- Sales memento – 45 pages
- IBT Event – 7h
- 1 VCT – 90'
- Handover – 45 pages
- 1 Beedeez capsule – 5'
- 1 Quiz – 20 questions

2026/2027 Product & MCE Launches – Training volume should be equivalent to 2024 ones (some swip are possible)

TOTAL AMOUNT : Euro 1.328.900,00



2025 GLOBAL PROGRAM OFFICE MANAGEMENT ACTIVITY

– Ex F Brands – Fixed costs

Job Title	GOVERNANCE ACCOUNT MANAGEMENT ACTIVITY	1 SENIOR PROJECT MANAGEMENT ACTIVITY
Customer Facing (Yes)	Yes	Yes
Full Time Equivalent %	50%	100%
Cost per person per day (on the basis of 218 working days)	366,97	363,53
Fixed Cost Total	80.000,00	79.250,00

We can grant you the maximum flexibility for the Global Program Office activity.

Each activity can start when Stellantis decides (from one and 2 years), **but we need to know the starting date and details at least 2 months in advance** as the resources involved must be trained by the previous person in charge. The resource activity will be continuous from the starting day you choose to the end of the project.

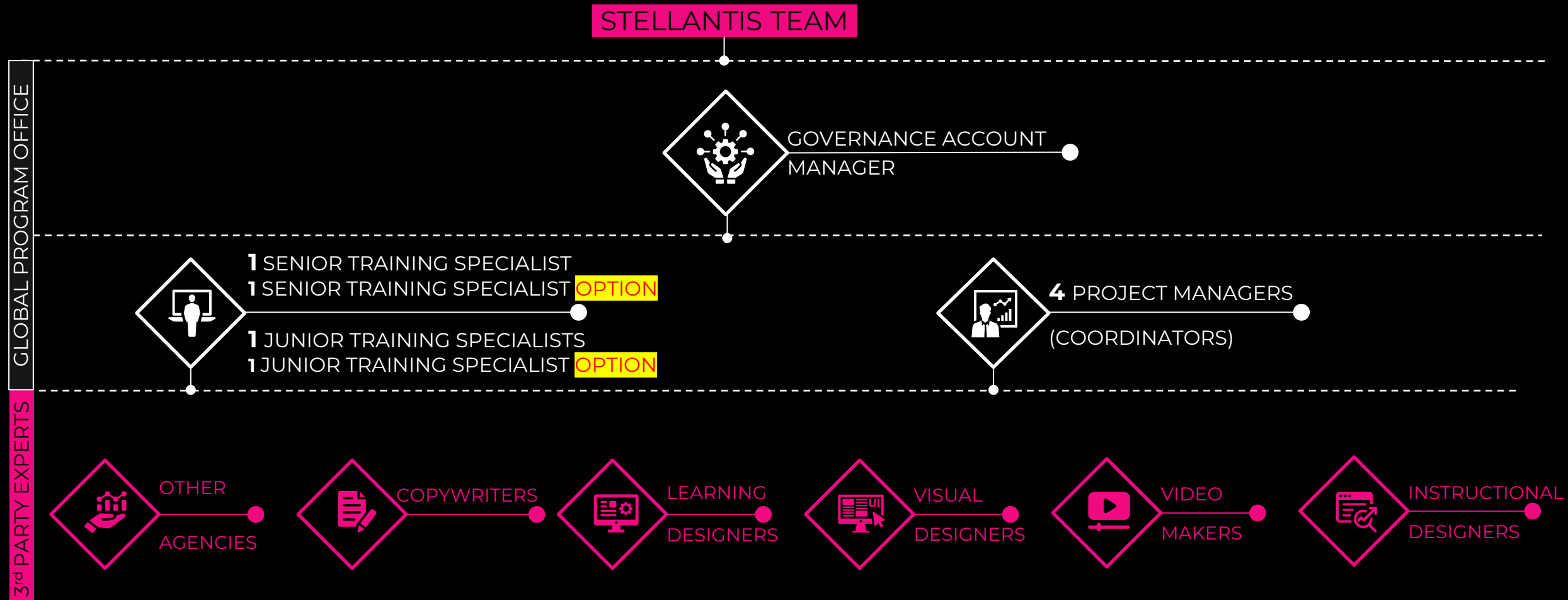
Global program office management activity quote is valid only for a **contract of three years**.

Job Title	SENIOR PROJECT MANAGEMENT ACTIVITY - OPTIONAL	1 JUNIOR TRAINING SPECIALIST ACTIVITY - OPTIONAL	1 JUNIOR TRAINING SPECIALIST ACTIVITY - OPTIONAL
Customer Facing (Yes)	Yes	Yes	Yes
Full Time Equivalent %	100%	100%	100%
Cost per person per day (on the basis of 218 working days)	363,53	295,18	295,18
Fixed Cost Total	79.250,00	64.350,00	64.350,00



MEET THE TEAM

We aim to be your **partners** in order to reach the top-quality results.
Our team includes effective collaboration also with **other agencies** to obtain the greater creativity and innovation, to share skills, to increase productivity, to expand the network, to improve the project quality.



Koinè offers the following

CUSTOMER FACING ROLES

Stellantis Governance Account Manager

Key Interface with Stellantis Counterpart. He is responsible of all deliverables and his responsibilities is to manage all Koinè people involved in the project. He will:

1. Provide a point of contact for the Stellantis Training Managers (STM) to manage all aspects of Contract
2. Ensure the contract is being delivered to the specified scope and required quality and volume levels. Manage action plans for issues that arise in the implementation of the Contract
3. Adapt plans and activities accordingly to rolling new Brands' update, with problem solving and flexible approach
4. Work in partnership with the Stellantis Training Managers and Marketing representatives of each Stellantis Brand to identify product training priorities for each brand and develop a strategic plan to support
5. Work with other Suppliers resources effectively to achieve the agreed Annual Plan
6. Provide regular status of performance and initiatives through specific reports, Weekly operational meetings and performance reviews
7. Manage requests for additional services or changes in scope
8. Wherever feasible ensure synergies are leveraged from other parts of Stellantis's global organization, such as Training of North American vehicles or Training for associated joint ventures product (F2Move, Leapmotor...)
9. Support STM to manage and prepare monthly International Training Content Committee (ITCC) meetings
10. Manage customer feedback and ad hoc issues for all elements of the contract
11. Manage quality improvement initiatives as defined, measure performance against quality metrics and correlate training data with business performance
12. English and Italian fluent

Meetings:

- a. Bi-annual Business Reviews
- b. Monthly ITCC
- c. Monthly/ Biweekly Launch committee (per Brand)
- d. Central Product development Weekly Meeting
- e. Manage, present and track quality improvement initiatives
- f. Budget tracking, review and optimization

All meetings with Stellantis internal customers should be minuted and sent to Stellantis Training Team.



KOINÈ GOVERNANCE ACCOUNT MANAGER PROFILE

Job description

Key Interface with Stellantis Counterpart. 100% availability to support Stellantis Training Managers at the required premise (both in Stellantis and in Koinè).

Job Summary

This is an executive role responsible for managing all deliverables and overseeing all Koinè personnel involved in the project. He is a professional with recognized expertise in managing and he will be subject to profile assessment and approval by Stellantis.

Key Responsibilities

- Ensure clear and effective communication with Stellantis counterparts
- Engage with all stakeholders to understand their needs and expectations
- Provide regular updates and reports to Stellantis and Koinè senior management
- Address any issues or concerns raised by stakeholders promptly and effectively
- Ensure all deliverables meet quality standards and client specifications
- Implement continuous improvement processes to enhance project outcomes
- Manage project budgets and ensure cost-effectiveness

Skills

- Exceptional project management and organizational skills
- Training budget management
- Strong leadership and team management skills
- Excellent communication and interpersonal skills
- Ability to manage multiple priorities in a fast-paced environment
- Strong problem-solving skills and attention to detail
- Ability to work independently and as part of a team
- High level of professionalism and customer service orientation
- Fluency in English and Italian, both spoken and written



Koinè offers the following

CUSTOMER FACING ROLES

Sales Senior Training Specialists/Experts

They will be in charge to:

1. Support Stellantis Training Managers (STM) objectives, analyze product launch activity, customer behavior, regions requirements, existing courseware and curriculum use
2. Assign the project and deliverables to internal and external Project Managers (also 3rd agencies approved by Stellantis)
3. Check the project and deliverables development
4. Ensure content is developed to facilitate efficient deployment in markets / languages
5. Supervise the development process for individual courseware including controlling the scope
6. Fluency in English and Italian, both spoken and written

Meetings:

- a. Monthly/ Biweekly Launch committee (per Brand)
- b. Central Product development Weekly Meeting

KOINÈ SALES SENIOR TRAINING SPECIALISTS/EXPERTS PROFILE

Job description

Cooperate with sales teams and other stakeholders to understand training needs and requirements. Provide regular updates and reports to senior management on training activities and outcomes.

Job Summary

The role involves managing all sales training activities related to the assigned area and maintaining a close relationship with the Brand Senior Profile.

Key Responsibilities

- Design and develop comprehensive sales product training programs
- Adapt training materials to suit different formats, including digital, blended, and face-to-face/classroom training
- Ensure training content is up-to-date and aligned with current product specifications and sales strategies
- Plan and schedule training sessions in coordination with relevant departments
- Organize logistics for face-to-face training, including venue selection, materials preparation, and participant coordination
- Develop a training calendar and ensure timely delivery of all training sessions
- Monitor and evaluate the effectiveness of training programs through feedback and assessments

Skills

- Long experience in product team coordination
- Relationship with the marketing department to define the priority training
- Ability to manage multiple training projects simultaneously
- Strong interpersonal skills and ability to engage and motivate learners
- Creative and innovative approach to training design and delivery
- High level of professionalism and attention to details
- Fluency in English and Italian, both spoken and written



Koinè offers the following

CUSTOMER FACING ROLES

Sales Junior Training Specialists

They will be in charge to:

1. Create ad hoc communications and templates to communicate the benefits / effectiveness of solutions provided
2. Describe current curricula, objectives, media selection & rationale -curricula & courses
3. Describe planned changes & updates to curricula, objectives, media selection & rationale – curricula & courses
4. Deliver monthly communication on all curriculum activities (ITCC)
5. Maintain and deliver Reports as approved by the STM
6. Assists the STM in all their internal/external communication related to the Stellantis Product Training (SPT)
7. Attend the SPT Weekly Meeting
8. Use and manage all Stellantis Tools to deliver, store and report all training deliverables and activities (DAMS, BEEDEEZ/MyLEARNING APP, LMS, DRIVE IT, ARTICULATE...)
9. Manage all the back-office activities, in detail:
 - LMS, Dams, Beedeez/My Learning App, LBC Interface
 - Communication (mail out) to Markets and Internal People
 - Logistic and approval documentation to deliver activities (video shooting, Events, TTT at Stellantis Premises)

Meetings:

- SPT Weekly Meeting



KOINÈ SALES JUNIOR TRAINING SPECIALISTS PROFILE

Job description

The Junior Training Specialists will assist in the development, implementation, and evaluation of training programs for employees across the organization.

Job Summary

This role will involve coordinating training sessions, helping to create training materials.

Key Responsibilities

- Assist in the design and development of training programs and materials, including e-learning modules, workshops, and manuals
- Collaborate with sales Senior experts to ensure content accuracy and relevance
- Coordinate and facilitate training sessions, both in-person and virtually
- Support senior trainers in conducting training sessions and workshops
- Provide technical support during virtual training sessions
- Schedule training sessions and manage the training calendar
- Maintain training records and track employee progress

Skills

- Strong organizational and time management skills
- Ability to work independently as well as part of a team
- Eager to learn and grow in the field of training and development
- Fluency in English and Italian, both spoken and written



Koinè offers the following

CUSTOMER FACING ROLES

Project Managers/Coordinators

They will be in charge for development, adaptation, coordination, planning and execution of sales product trainings – both in different digital/ blended formats as well as face-to-face/ classroom training.

They will take over the responsibility for sales training activities to related area. Work alongside the Brand Account Management team and Stellantis Training Managers to design learning solutions to meet the required objectives.

- Attend all Brand review as needed and work with Stellantis Training Managers to translate business needs into the creation and execution of the training development Annual Plan
- Relationship with Brands product managers
- Create for every course project a Design Document (DD) and Story Board for Stellantis sign-off
- Monitor & investigate what automotive competitor and are doing in the area of Training and propose improvements

KOINÈ PROJECT MANAGERS PROFILE

Job description

Working closely with the Stellantis Training Brand managers.

Job Summary

The role involves managing all sales training activities related to the assigned area and maintaining a close relationship with the Stellantis Brand Profiles.

Key Responsibilities

- Training courses designing
- Develop the deliverables contents according to the Brand specialists
- Attend all Brand reviews
- Monitor, change and check the deliverables with the Brand specialists
- Needs analysis and definition of training programs for the sales network

Skills

- Needs analysis and definition of training programs for the sales network
- Automotive sector copywriter including competitor analysis
- Automotive and Financial sector copywriter
- Fluency in English and Italian, both spoken and written



Koinè offers the following

SUPPORTING ROLES

3rd party experts

- External collaboration with Experts to develop contents on specific area and competencies
- 3rd party experts includes Koinè team members: instructional designers, video makers, journalists, copywriters, visual and learning designers, speakers
- Fluency in English and Italian, both spoken and written

The 3rd party experts also include **previous provider agencies of Stellantis** (approved by Stellantis Training Managers). Their results will be checked and monitored by Koinè Project and Product Internal Managers as regards quality and overall performances.

DELIVERABLES

Development

Courses will be developed as blended multimedia solutions which take into consideration the following key factors:

- Alignment with business goals and strategy of Stellantis Brands
- Content relevance and credibility to the participant
- Objective based, enabling measurement of participant progress and competence
- Difficulty of task to be performed
- Frequency of the task to be performed
- Appreciation of individual learning styles & complexity of learning
- Cultural and market variances
- Stellantis recognized standards, e.g. Information Systems & Services (IS&S) requirements
- Curricula structure
- Target audience and population, maximizing completions and access

The Development Process will be managed through the completion of the “**Design Document**” (DD) by the Curriculum Managers **prior to commencement of any Development project**. It defines the content for the hand over between Curriculum Management and Development and is the basis for later steps in the process, especially, for the creation of the lesson specification. Three areas will require specific effort to determine the scope & schedule of the training development project:

- **Course Objective**
- **Market and Language Definitions**
- **Core Content** (including what should be locally adapted by the country)

All development need to start with a design document development and sign-off .

Development

1- INSTRUCTOR BASED TRAINING (IBT)

IBT is **face-to-face training**, in which theory and practice are combined.

The structure of an IBT Event has on average the following characteristics:

- **Duration:** 1 day (start in the morning, closing in the afternoon) or 2 days (from mid Day 1 to mid Day 2)
- **Organization:** 40 to 60 pax/event split in groups of 10-15 participants
- **Modality:** Static (classroom) and Dynamic (Test Drive) workshops
- **Contents:** 7 hours contents duration per Training day
- **Language:** Master in English

The agency will develop the Training contents organized in Workshops.

The material developed will be presented as a Standard **Leader's Guide containing Trainers and Participants material.**

The practicability of the training and its material will be verified in a Dry Run with Stellantis Central Representatives, resulting in the final English master sign-off.

IBT COURSE OUTLINE: to deliver before the StoryBoard. It can be in Excel or PPT:

- Outline of the course/s (Workshops) included in the IBT session. The outline must include sequence, timing and resources necessary to deliver the IBT session

LEADER'S GUIDE:

- Trainers' manual based on the participants handout with the instructions on:
 - Classroom/s setup organization & requirements
 - Contents delivery for each part and how to run the appropriate exercises of every Workshop

WS CONTENT:

- Powerpoint presentation slides include:
 - PPT Storyboard press with learning objectives and key training points organized in chapters/sections
 - Worksheets with exercises / role play to be conducted by participants in support of the learning objective
 - Teaching notes for the Trainer/s

Development

1- INSTRUCTOR BASED TRAINING (IBT)

PARTICIPANT HANDOUT:

- Course workbook, fully scripted to support the learning objectives and key Training points with text, graphics, questions, necessary for the course completion

DYNAMIC WORKSHOP (TEST DRIVE):

- Powerpoint Presentation slides including the following info:
- Test Drive set-up
- Competitors to include
- Competitors static analysis comparison
- Organization (Duration, N° pax, Vehicles types and n°, groups rotation, ...)
- Roads and test drive conditions (city, highway, ...)
- Other experiential activities during the TD (ex... Live Demo recharging)

TEST OUT QUESTIONS & ANSWERS:

- List of single/multiple choice questions with answers for the participants assessment

DELIVERABLES

Development

2- VCT VIRTUAL CLASS TRAINING (VCT)

Virtual Classroom Training with participants and trainer communicating via the internet & voice over IP.

VCT is an interactive module :

Developed for a target group of **+/- 20 participants**, who are able to interact with the Instructor via voice and screen (maximum Class Size will be recommended at the design stage.). Each VCT Class consists of 3 distinct elements:

- Participant Logon (Technical Q & A, introduction & Welcome – **15 mins**)
- Learning Content : Between **30** to max of **60 mins** according the subjects & Brand requirements
- Wrap Up: Q & A, Evaluations QUIZ of 10 to 15 questions – **15 mins**)

In terms of **Deliverables**, VCT is composed by:

A **Ppt content with animation** dedicated to the **Trainees**.

Remark: The number of slides is directly connected to the level of interactivity of the VCT session. Less slides will be required in case of complex animation or video sequences.

A **Trainer Guide** (PPT notes) **to support the Trainer**.

TEST OUT QUESTIONS & ANSWERS (articulate & Micro-learning version):

- List of single/multiple choice questions with answers for the participants assessment

DELIVERABLES

Development

3- WEB BASED TRAINING (WBT)

The Web Based Training (WBT) is an internet-based distance learning training module well known in the training industry. We identify **3 different levels possible** which should be detailed in the pricing grid.

1 – DLM of Interactivity level 1 (DLM 1)

The learner **is passively observing** a demonstration with no impact on the order or level of information delivered. Next and Back buttons are used. If animation or video is produced, it is simply started and passively watched by the learner, with no options other than start and stop.

2 – DLM of Interactivity level 2 (DLM 2)

Level 2 Interactivity may include **text, descriptions and instructions**. As the learner **performs the actions required** by the course activities, their **actions are under closer guidance or control** by the course than in a Level 1 Interaction. This is called **Computer Managed Instruction (CMI)**. CMI allows the course programmer to create different paths for learners, based on individual performance.

Note: Due to this didactical methodology the duration and the number of screens experienced by a particular participant may differ from the actual total number of screens and the total duration of the DLM.

3 - DLM of Interactivity Level 3 (DLM L3)

Level 3 Interactivity is based on Level 2 with a **higher degree of complexity** built into the interaction up to **complex simulations** (e.g. GME Tech2 WBT).

The final English master version sign-off is a key part of the WBT quality control process before the WBT materials are exposed to the participants. The Sign-off session is a developer lead story board and lesson by lesson review of the English master version.

DELIVERABLES

Development

3- WEB BASED TRAINING (WBT)

The Web Based Training is composed by **three deliverables**, once the Designed Document has been shared : A Synopsis, a Storyboard and an Articulate version.

STEP 1: SYNOPSIS to deliver before the Storyboard. It will be in Excel or PPT:

- High level description of each module objectives- including the level of WBT (DLM 1, 2 or 3)
- Description of the content
- Estimated target Timing of the module
- For that module, list of animation expected
- Sign-Off by the Stakeholders: Brand/STM

STEP 2: STORYBOARD. Ppt only:

- The Storyboard respects the Brand Layout
- Structure of Storyboard description: Intro (context and navigation input)/learning objectives/Content/Assessment(QUIZ)/Conclusion
- Build the detailed content of the WBT
- Insert principle of animation including content text
- Core slides and the one to be localized are precise
- Confirmed Timing input.
- Quality check of the English language
- Sign-Off by the Stakeholders: Brand/STM

STEP 3 ARTICULATE. Starting with a « 0 » version strictly based on Storyboard.

- Final version integrates all modification required by Stakeholders and definitive materials
- Sign-Off by the Stakeholders: Brand/STM
- Sign-Off : available one week before Mail out to the countries

DELIVERABLES

Development

4- MY LEARNING APP

My LearningApp is the mobile training solution within Stellantis, provided by Beedeez.

Main objective is to build content based on :

- Product content capsule
- Sales and Handover Mementos
- Quizzes
- Live training animation (live survey, test drive clinic, live interaction with trainers)
- Transversal capsule on ADAS, Connect Serv, LEV, Conversions

The structure of capsule will have on average the following characteristics:

- **Duration:** 5 mins
- **Organization:** individual training on Smartphone
- **Contents:** 3-4 motions with an introduction and a conclusion with the key messages to keep in mind, each module based on reverse-learning (starting with 1 question ; various animation to be proposed)
- **Language:** Master in English

The agency will develop the Training contents in Beedeez.

- Storyboard ppt document of the training content to be inserted in MyLearning App (Beedeez)

DELIVERABLES

Development

4- MY LEARNING APP

DETAILED PROCESS TO DEVELOP A MYLEARNING APP CAPSULE

Creation of the Capsule setting all the parameters shared & validated by STM

- Capsule Title, Central Reference, Validation threshold, N° of notion (chapters), N° of pages, Type of Interaction, Images/Videos/PDF contents to be included.

Fill the mandatory fields

- Central references, description, notion titles, pages titles

Publish the capsule in WIP area in order to see the preview on smartphones as user

Share the preview link with STM to get approval or modifications

Create the G9 version – one per Country

- Launch the automatic translation
- Send to Stellantis translation team PDF file included in the document, to be translated, and upload them in each country (in case of Mementos or PDF attachment)
- Copy in each country's area the related translated capsule
- Create the Master English Capsule and publish it in the Master English track/sub-tracks
- Quality check of capsules
- Create the storyboard in pptx, as master storyboard to be uploaded in dams and send storyboard to countries not accessing Beedeez
- Upload in Dams the master English storyboard
- Mailout the pptx storyboard for extra G9 country



THANK YOU FOR YOUR ATTENTION