

# CAR DEALERSHIP TRAINING PROGRAMME



**Title:** Maximising Conversion Ratios from Incoming Sales Enquiries

**Audience:** Any car dealership sales staff

**Length:** 1 day

**Format:** Interactive workshop

## Training Course Overview:

This module is designed to improve your personal effectiveness as a car salesperson by improving your skills and competencies at handling incoming car sales enquiries over the phone, by email and online. With a focus on the importance of data capture and the traits of top performers, it is designed to maximise conversion ratios from incoming car sales enquiries and optimise business performance.

## Key Learning Areas:

- The stages of the buying process in a car dealership.
- Sources of many different types of car sales leads.
- The value of the car sales funnel.
- Lead capture process and car enquiry leakage.
- Follow up technique and getting car sales leads back in the funnel.
- The importance of the telephone to maximise personal car sales enquiry handling performance.
- Basic telephone skills – including appointment setting.
- How to use the telephone conversion pad to stand out positively from car dealership competitors.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- How to agree positive next actions and car sales.
- How to deal with customers 'at a distance' car enquiries.
- Measurement and KPIs.

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