

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Maximising Customer Satisfaction & Customer Handling Skills

Audience: Any car dealership sales staff

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This training module focuses on the customer satisfaction programme and its value in developing a culture of continuous car dealership improvement. The training will also look at the complaints handling process and will give you the knowledge, skills and behaviours to turn a complaining customer into an advocate of your car dealership.

Key Learning Areas:

- The car manufacturer customer satisfaction programme.
- Your car dealership CSI scores.
- The most important elements of your CSI score.
- The customer's feelings when they first make a complaint.
- The impact of body language, tone of voice, and words as 'escalators' and 'diffusers' when handling a customer complaint.
- How to demonstrate active listening skills and how to show empathy and understanding without admitting liability.
- The complaint handling process from start to finish.
- When to move to each stage in the complaint handling process.
- How to demonstrate that you are genuinely interested and that you fully understand the customer's concern.
- How to take ownership of the issue, put a plan in place and set expectations with the customer.
- The importance of exceeding expectations and over delivering against your promises.
- Turning a complaining customer into a long-term advocate of your car dealership and the brand.
- Developing a culture of continuous customer satisfaction process improvement.

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complete the contact form on www.motorvise.com

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