

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Maximising Profit Per Unit

Audience: Any car dealership sales staff

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This automotive training module is aimed at Car Sales Executives and is designed to maximise business performance through improving profit per unit at the point of sale of the car. The course looks in detail at the various profit centre opportunities available to Car Sales Executives and will positively influence confidence and capability in selling additional products and help to maximise their overall contribution to car dealership profit.

Key Learning Areas:

- The impact of building strong customer relationships on PPU.
- How to positively influence your profit centres.
- How to lay the correct foundations to sell more additional car products and services.
- Why believing in additional car products is essential to be able to sell them.
- The key qualification questions to use to identify the customer's budget.
- Closing the sale.
- How to deal with customer objections.

Are you interested? Call us on 01325 637251 or
complete the contact form on www.motorvise.com

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