

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Sales Excellence
Audience: Dealership staff new to car sales
Length: 3 days
Format: Interactive workshop

Training Course Overview:

This foundation course is designed to provide a clear understanding of the car sales customer experience framework to maximise profitability whilst achieving the highest levels of customer satisfaction, retention and recommendation. It delivers the core skills, behaviours and competencies required to maximise personal performance as a Car Sales Executive.

Key Learning Areas:

- The benefits of having a structured and consistent approach for delivering the car sales customer experience and how to use this to maximise business opportunities and gain customers for life.
- Keeping the customer's interests at the heart of what you do.
- The basics of handling inbound car enquiries and secure more confirmed appointments.
- How to follow up leads effectively to secure more appointments and car sales.
- How to welcome customers and engage them in the car sales process.
- How to build a relationship that positively differentiates you from your automotive dealership competition.
- How to identify and establish suitability and eligibility for product recommendations.
- How to introduce the Initial Disclosure Document and Customer Requirement Document to add value to the customer experience.
- How to use professional techniques to secure the customer's commitment on the right vehicle.
- How to present a structured car offer proposal.
- How to gain agreement to buying the vehicle whilst maintaining credibility, trust and your profit potential.
- How to deliver an incredible vehicle handover.

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

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