

# CAR DEALERSHIP SALES TRAINING PROGRAMME



**Title:** Technical Awareness  
**Audience:** Anyone working in an automotive dealership  
**Length:** 1 day  
**Format:** Interactive workshop

## Training Course Overview:

This one-day course is designed to optimise business performance and improve customer satisfaction by providing a conversational level of understanding of how a car works. It will enable you to communicate more effectively with your customers regarding the servicing, repair and maintenance of their car.

## Key Learning Areas:

- The basics of motor vehicle technology.
- The benefits of a clear and confident style of communication of technical matters to both colleagues and customers.
- Cutting through the industry jargon.
- The development of the modern-day motor vehicle.
- The importance of regular servicing and preventative maintenance.
- How to explain the benefits of a car service plan.
- The importance of understanding vehicle preparation standards and associated costs.

Are you interested? Call us on 01325 637251 or  
complete the contact form on [www.motorvise.com](http://www.motorvise.com)

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