

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Excelling In Mystery Shop Results (Silver)

Audience: Any car dealership sales staff

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This module focuses on the mystery shop programme as a measurement of your car dealership's business performance. It will demonstrate how you can influence the results for your car dealer business by delivering an outstanding customer experience.

Key Learning Areas:

- Understanding why we have a mystery shop programme in car dealerships.
- The measurement criteria for your car dealerships mystery shop programme.
- Your latest car dealership mystery shop scores.
- Empowering yourself to understand the customer.
- How the mystery shop programme syncs with delivering an excellent customer experience.
- Words. Actions. Feelings.
- Understanding body language and tone of voice.
- Planting seeds the customer will remember.
- Follow up and communication.
- How to deliver an excellent mystery shop in a car dealership.

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complete the contact form on www.motorvise.com

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