

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Proactive Sales Generation & Outbound Prospecting

Audience: Any car dealership sales staff

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This automotive training module will give you the practical skills to improve your car dealership telephone prospecting abilities. With a focus on proactivity and the self-generation of car enquiries, the training programme is designed to improve your personal effectiveness as a car salesperson and optimise business performance.

Key Learning Areas:

- The traits of a proactive car salesperson.
- Self-generating car enquiries when customers are not enquiring.
- How to use proven prospect call tracks to generate more appointments and car sales.
- How to use warranty or car service plans to create sales opportunities.
- The importance of using the telephone to maximise personal sales prospecting performance.
- Basic telephone skills – including appointment setting.
- How to prepare for a prospecting call.
- How and when to make the call.
- What if no answer?
- How to use prospecting scripts to stand out positively from car dealership competitors.
- How to agree positive next actions that can lead to a car sale.
- How to create a high-quality appointment confirmation that sets you apart from your automotive dealership competitors.

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

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