

SALES TRAINING PROGRAMME

Level 1



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

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 motor vehicle works. It will enable you to communicate more effectively with your customers regarding the servicing, repair and maintenance of their vehicle.

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 service plan.
- The importance of understanding vehicle preparation standards and associated costs.

**Interested? Call 01325 637251 or complete the contact form on
www.motorvise.com**

