

# CAR DEALERSHIP SALES TRAINING PROGRAMME



- Title:** Advanced Selling Skills (Gold)
- Audience:** Car Sales Executives wishing to progress their skills. Must be completed before Car Transaction Manager Excellence / Car Sales Manager Excellence course.
- Length:** 2 days
- Format:** Interactive workshop

## Training Course Overview:

This automotive training module looks at the key areas for excelling in the role of Car Sales Executive in greater depth. It is the final stage of personal development before moving into car sales management roles and provides an opportunity to develop skills and techniques gained in the Car Sales Excellence and Level 2 training modules.

## Key Learning Areas:

- The traits of top performers in car dealerships.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- Positively influencing the car sales team and supporting the management.
- Introduction to coaching and influencing skills.
- Sharing best practice within the car sales team.
- Introduction to effective team communication.
- How to develop long-term customer relations and repeat business.
- The stages of the buying process.
- The value of the sales funnel.
- Sources of many different types of leads.
- Lead capture process and car enquiry leakage.
- The importance of web leads.
- The basics of constructing a financial proposal for your customer.
- Car dealership measurement and KPIs.

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