

CAR DEALERSHIP SALES TRAINING PROGRAMME



Title: Handling Customer Complaints (Silver)

Audience: All Car Sales Managers, Car Transaction Managers and Car Sales Controllers

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This automotive training module looks at the reasons why customers complain and when to get involved as a car sales manager. Delegates will be given the skills to turn a complaining customer into a long-term advocate for the car dealership.

Key Learning Areas:

- Understanding what makes customers complain; perception vs reality, actions, words & feelings.
- Understanding the customer's feelings when they first make a complaint.
- Understanding 'escalators' and 'diffusers' when handling a customer complaint.
- Understanding how to demonstrate active listening skills to a customer and how to show empathy and understanding without admitting liability.
- Managing the complaint handling process and understanding when to get involved.
- How to make a customer believe you care, you are interested, and you genuinely understand what they want.
- Understanding when to take ownership of the issue and setting expectations with the customer.
- The importance of exceeding expectations and over delivering against your promises.

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

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