

CAR DEALERSHIP SALES TRAINING PROGRAMME



- Title:** Maximising Conversion Ratios (Silver)
- Audience:** All Car Sales Managers, Car Transaction Managers and Car Sales Controllers
- Length:** 1 day
- Format:** Interactive workshop

Training Course Overview:

This car dealership training module focuses on the impact of making small changes on conversion ratios and maximising PPU. A particular emphasis is on understanding when to intervene in the car sales process and using the dealerships sales funnel as a management tool.

Key Learning Areas:

- The car dealerships sales funnel as a management tool
- The stages of the car buying process.
- Sources of many different types of car sales leads.
- Lead capture process and car enquiry leakage.
- The importance of web leads.
- Follow up technique and getting leads back in the sales funnel.
- Managing your car sales team through sales funnel inputs, not outputs.
- Having the right conversations with your car sales team, not the wrong ones, about the sales funnel.
- Managing the car sales process to optimise the number of successful outcomes.
- The impact of small changes in conversion ratios.
- Measurement and KPIs.

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

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