

# CAR DEALERSHIP RECEPTION/HOST TRAINING PROGRAMME



**Title:** Excelling In Mystery Shop Results (Silver)  
**Audience:** Car Dealership Receptionists & Showroom Hosts  
**Length:** 1 day  
**Format:** Interactive workshop

## Training Course Overview:

This module focuses on the mystery shop programme as a measurement of your car dealership's business performance. It will demonstrate how you can influence the results for your business by delivering an outstanding customer experience.

## Key Learning Areas:

- Understanding why we have a mystery shop programme.
- The measurement criteria for your franchise mystery shop programme.
- Your car dealership's latest mystery shop scores.
- Empowering yourself to understand the customer.
- How the mystery shop programme syncs with delivering an excellent customer experience.
- Words. Actions. Feelings.
- Understanding body language and tone of voice.
- Planting seeds the customer will remember.
- Follow up and communication.
- How to deliver an excellent mystery shop.

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