

# CAR DEALERSHIP RECEPTION/HOST TRAINING PROGRAMME



**Title:** Maximising Customer Satisfaction & Customer Handling Skills (Silver)  
**Audience:** Car Dealership Receptionists & Showroom Hosts  
**Length:** 1 day  
**Format:** Interactive workshop

## Training Course Overview:

This module focuses on the customer satisfaction programme and its value in developing a culture of continuous business improvement. The module will also look at the complaints handling process and will give you the knowledge, skills and behaviours to turn a complaining customer into an advocate of your car dealership.

## Key Learning Areas:

- Understanding your franchise customer satisfaction programme.
- Your dealer CSI scores.
- The most important elements of your CSI score at your car dealership.
- 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.
- The complaint handling process from start to finish and when to move to each stage.
- Taking ownership of the issue, putting a plan in place and setting expectations with the customer.
- The importance of exceeding expectations and over delivering against your promises.
- Developing a continuous improvement process.

Are you interested? Call us on 01325 637251 or complete the contact form on [www.motorvise.com](http://www.motorvise.com)

Automotive  
Training Academy



CAR DEALERSHIP  
TRAINING



ELECTRIC  
VEHICLE  
TRAINING



MOTORCYCLE  
DEALERSHIP  
TRAINING



LEISURE VEHICLE  
DEALERSHIP  
TRAINING