

CAR DEALERSHIP TRAINING PROGRAMME



- Title:** Transaction Manager Excellence (Bronze)
- Audience:** Car Sales Execs wishing to become Car Transaction Manager or Car Sales Controller
- Length:** 2 days
- Format:** Interactive workshop

Training Course Overview:

This training course prepares experienced Car Sales Executives for their step into management, starting with the functions, objectives, and priorities of a Car Transaction Manager/ Car Sales Controller. Delegates from car dealerships will understand the mathematics behind the offer sheet and will be given management tools for influencing, supporting and coaching their team to improve business and personal performance.

Key Learning Areas:

- The core functions and objectives of a Car Transaction Manager/ Car Sales Controller.
- Your role in the car sales management team.
- Staying focused on the real priorities, customers, not the admin.
- Where is your next deal coming from?
- Maximising revenue whilst getting good customer outcomes and treating customers fairly.
- VAT qualifying, margin, and new cars – what, why and how.
- The mathematics behind all elements of an offer sheet.
- Finance commissions calculations, basic finance calculations.
- Optimising profits – why, how, when etc.
- Basic coaching and influencing skills. When, how and why we manage a team.
- Second facing customers and closing the deal.
- Understanding manufacturer campaigns.
- FCA and treating customers fairly - your responsibilities as a Car Transaction Manager/ Car Sales Controller.
- Using reporting to manage car sales people performance for additional products and finance penetration

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

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