

CAR DEALERSHIP PARTS TRAINING PROGRAMME



Title: Maximising Conversion Ratios From Incoming Parts Enquiries (Silver)
Audience: Any car dealership aftersales staff
Length: 1 day
Format: Interactive workshop

Training Course Overview:

This module is designed to improve your personal effectiveness as a car parts sales person by improving your skills and competencies at handling incoming car parts sales enquiries over the phone, by email and online (non-face-to-face). With a focus on the importance of data capture and the traits of top performers, it is designed to maximise conversion ratios from incoming car parts sales enquiries and optimise business performance.

Key Learning Areas:

- Sources of many different types of car parts enquiries.
- The importance of the telephone to maximise performance handling car parts enquiries.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- Basic telephone skills – including order capture.
- How to use the telephone conversion pad to stand out positively from car dealership competitors.
- How to achieve improved customer satisfaction from professionally handled car enquiries.
- How to agree positive next actions to increase car sales.
- How to generate related car parts sales revenues.
- Measurement and KPIs.

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

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