

# CAR DEALERSHIP SALES TRAINING PROGRAMME



- Title:** Sales Management Excellence (Bronze)
- Audience:** Any Car Sales Manager and Car Transaction Manager wanting to take the next step into automotive management.
- Length:** 2 days
- Format:** Interactive workshop

## Training Course Overview:

This foundation training course examines the role of the Car Sales Manager and the core skills, behaviours and competencies required to maximise personal performance in the role. It looks at management skills required to improve the effectiveness of the car sales team and provides a detailed understanding of the aspects of the role which directly impacts on car dealership business performance and profitability.

## Key Learning Areas:

- The core functions and objectives of a Car Sales Manager.
- Advanced coaching and influencing skills. When, why and how we manage a team.
- Management for stability, why keeping your car sales team stable is so important.
- Managing your Car Transaction Manager for consistent performance.
- Managing on the front foot – rotas, routines and pre-empting problems with the team.
- Overseeing daily, weekly and monthly routines to deliver consistent performance.
- Creating and delivering effective car sales meetings.
- Car Sales Exec diary reviews, how and when to do it.
- Conducting Car Sales Exec monthly appraisals to deliver continuous improvement.
- Cover in the department.
- Understanding finance advertising and regulatory rules of engagement.
- Using reporting to manage the performance of people and departments.
- Understanding a full set of car sales department accounts.
- The car sales department budgeting process.
- Managing incoming stock to minimise costs.
- Understanding stocking plans and pressures in the car dealership business.
- Driving and delivering change from an accounts perspective.
- Quality controlling your own sales process.
- KPI's, actions and reactions. What you can do to drive change in each of your KPIs.

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