

# EV SALES TRAINING PROGRAMME



**Title:** Electric/Hybrid Vehicle Training (Bronze)  
**Audience:** Car Dealership Business Managers/Sales Execs/Controllers  
**Length:** 1 day  
**Format:** Interactive workshop

## Training Course Overview:

This course is designed for customer facing Car Sales Executives with responsibility for selling Electric and Hybrid cars. Delegates will learn the fundamentals of these cars, to place themselves in the best position to be able to talk confidently and knowledgeably, and ultimately maximise their personal performance as a Car Sales Executive.

## Key Learning Areas:

- Increase percentage of electric vehicles sold as a percentage of total in the car dealership.
- To create raving advocates for electric vehicles in all areas of our car dealerships.
- To ensure sales teams are highly knowledgeable about electric cars - purchasing, charging and ownership – to empower them to be a source of good advice to customers.
- Planting the seed for an electric car with every customer and ensure a car test drive is offered and encouraged every time.
- Ensure that every customer is provided with an electric vehicle comparison offer sheet.
- How to advise customers on the best possible home charging options.

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

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