

# MOTORCYCLE DEALERSHIP SERVICE TRAINING PROGRAMME



**Title:** Improving Vehicle Health Check (VHC) Performance (Silver)

**Audience:** All motorcycle dealership service department staff

**Length:** 1 day

**Format:** Interactive workshop

## Training Course Overview:

This module focuses on the VHC and its impact on the motorcycle dealership's business performance. It will discuss how to manage people and processes to maximise the motorcycle sales opportunities presented to the service department through the VHC.

## Key Learning Areas:

- Understand the importance of fulfilling your 'duty of care' to customers by carrying out the VHC.
- Develop the skills and confidence to engage your customers in the VHC process at the earliest opportunity.
- Understand how to present a structured and professional offer for repairs identified through the VHC.
- Develop telephone selling skills including overcoming customer objections and gaining commitment to your offer.
- Maximise conversion of upsell opportunities and motorcycle service revenue.
- Understand how to deliver a customer experience that sets you apart from your motorcycle dealership competitors and boosts customer loyalty and retention.

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