

# LEISURE VEHICLE DEALERSHIP PARTS TRAINING PROGRAMME



**Title:** Parts Department Excellence (Bronze)  
**Audience:** Leisure vehicle dealership staff new to parts sales  
**Length:** 3 days  
**Format:** Interactive workshop

## Training Course Overview:

This foundation training course is designed to provide a clear understanding of the parts customer experience framework to maximise profitability whilst achieving the highest levels of customer satisfaction, retention and recommendation. It delivers the core skills, behaviours and competencies required to maximise personal performance as a leisure vehicle parts department colleague.

## Key Learning Areas:

- The benefits of having a structured and consistent approach for delivering the motor home parts customer experience and how to use this to maximise business opportunities and gain customers for life.
- The benefits of keeping the customer's interests at the heart of what you do.
- How to effectively handle inbound motor home enquiries and secure orders.
- How to effectively make trade customer contacts to secure more caravan parts orders.
- How to welcome customers into your business.
- How to build a relationship that positively differentiates you from your leisure vehicle dealership competition.
- How to maximise related motor home parts sales.
- How to use professional presentation techniques to offer fitted prices.
- How to re-solicit lost leisure vehicle sales.
- How to justify parts costs, overcome customer concerns (objections) and gain agreement to the supply of the order whilst maintaining credibility, customer trust and your profit potential.
- How to continue to exceed the customer's expectations.

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