

# CAR DEALERSHIP SERVICE TRAINING PROGRAMME



**Title:** Maximising Conversion Ratios from Incoming Service Enquiries (Silver)  
**Audience:** All car dealership service department staff  
**Length:** 1 day  
**Format:** Interactive workshop

## Training Course Overview:

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

## Key Learning Areas:

- Sources of many different types of car service enquiries
- The importance of telephone skills to maximise performance handling car service enquiries.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- Basic telephone skills – including call confidence and call capability.
- How to use the telephone conversion pad to stand out positively from car dealership competitors.
- Achieve higher conversion rates from calls to car service appointments.
- How to achieve improved customer satisfaction from professionally handled car enquiries.
- How to agree positive next actions to increase bookings and improve attendance rates.
- How to generate related car service sales revenues.
- Measurement and KPIs.

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