

# CAR DEALERSHIP SALES TRAINING PROGRAMME



- Title:** Maximising Profit Per Unit (Silver)
- Audience:** All Car Sales Managers, Car Transaction Managers and Car Sales Controllers
- Length:** 1 day
- Format:** Interactive workshop

## Training Course Overview:

This car dealership training module highlights the points of the car sales process where you can have maximum influence, as a manager, on PPU. It also examines the necessity of understanding the funding methods available to customers and the ability to talk confidently about each.

## Key Learning Areas:

- Post-sale KPIs, PPU, finance penetration, GAP penetration, paint penetration and other products.
- The impact of building strong customer relationships on PPU.
- The importance of understanding the customer on PPU.
- Using diary system reporting, PPU and penetrations.
- The importance of fully understanding the customer's funding methods.
- Coaching your team on the benefits of car dealer finance versus other funding methods.
- Supporting your team in using key qualification questions to identify the source of customer funding.
- Second facing a customer on the funding available through your car dealership in a solutions-focused manner.
- Identifying the customers that go to direct lenders and as a result be able to initiate a conversation about the benefits of car dealership finance.
- Demonstrate inner confidence and knowledge of the personal loan and direct lenders market to give you confidence to discuss car finance options.
- Where and when to second face a customer on additional products.

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