

LEISURE VEHICLE DEALERSHIP SERVICE TRAINING PROGRAMME



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

Training Course Overview:

This module is designed to improve your personal effectiveness as a Leisure Vehicle Service Advisor by improving your skills and competencies at handling incoming motor home 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 caravan service enquiries and optimise business performance.

Key Learning Areas:

- Sources of many different types of motor home service enquiries
- The importance of telephone skills to maximise performance handling leisure vehicle 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 motor home dealership competitors.
- Achieve higher conversion rates from calls to caravan service appointments.
- How to achieve improved customer satisfaction from professionally handled motor home enquiries.
- How to agree positive next actions to increase bookings and improve attendance rates.
- How to generate related leisure vehicle service sales revenues.
- Measurement and KPIs.

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