

MOTORCYCLE DEALERSHIP SERVICE TRAINING PROGRAMME



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

Training Course Overview:

This module is designed to improve your personal effectiveness as a Motorcycle Service Advisor by improving your skills and competencies at handling incoming motorcycle 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 motorcycle service enquiries and optimise business performance.

Key Learning Areas:

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

Are you interested? Call us on 01325 637251 or complete the contact form on www.motorvise.com

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