

MOTORCYCLE DEALERSHIP SALES TRAINING PROGRAMME



- Title:** Advanced Selling Skills (Gold)
- Audience:** Motorcycle Sales Executives wishing to progress their skills. Must be completed before Motorcycle Transaction Manager Excellence / Motorcycle Sales Manager Excellence course.
- Length:** 2 days
- Format:** Interactive workshop

Training Course Overview:

This module looks at the key areas for excelling in the role of Motorcycle Sales Executive in greater depth. It is the final stage of personal development before moving into motorcycle sales management roles and provides an opportunity to develop skills and techniques gained in the Motorcycle Sales Excellence and level 2 training modules.

Key Learning Areas:

- The traits of top performers.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- Positively influencing the motorcycle sales team and supporting the management.
- Introduction to coaching and influencing skills.
- Sharing best practice within the motorcycle sales team.
- Introduction to effective team communication.
- How to develop long-term customer relations and repeat business.
- The stages of the buying process.
- The value of the sales funnel.
- Sources of many different types of leads.
- Lead capture process and motorcycle enquiry leakage.
- The importance of web leads.
- The basics of constructing a financial proposal for your customer.
- Motorcycle dealership measurement and KPIs.

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

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