

MOTORCYCLE DEALERSHIP SALES TRAINING PROGRAMME



Title: Maximising Conversion Ratios (Silver)
Audience: All Motorcycle Sales Managers, Motorcycle Transaction Managers and Motorcycle Sales Controllers
Length: 1 day
Format: Interactive workshop

Training Course Overview:

This module focuses on the impact of making small changes on conversion ratios and maximising PPU. A particular emphasis is on understanding when to intervene in the motorcycle sales process and using the sales funnel as a management tool.

Key Learning Areas:

- The sales funnel as a management tool
- The stages of the motorcycle buying process.
- Sources of many different types of leads.
- Lead capture process and motorcycle enquiry leakage.
- The importance of web leads.
- Follow up technique and getting leads back in the funnel.
- Managing your motorcycle sales team through sales funnel inputs, not outputs.
- Having the right conversations with your team, not the wrong ones, about the sales funnel.
- Managing the motorcycle sales process to optimise the number of successful outcomes.
- The impact of small changes in conversion ratios.
- Measurement and KPIs.

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

Automotive
Training Academy



CAR DEALERSHIP
TRAINING



ELECTRIC
VEHICLE
TRAINING



MOTORCYCLE
DEALERSHIP
TRAINING



LEISURE VEHICLE
DEALERSHIP
TRAINING