

MOTORCYCLE DEALERSHIP TRAINING PROGRAMME



Title: Maximising Conversion Ratios from Incoming Sales Enquiries (Silver)
Audience: Any motorcycle dealership sales staff
Length: 1 day
Format: Interactive workshop

Training Course Overview:

This module is designed to improve your personal effectiveness as a motorcycle salesperson by improving your skills and competencies at handling incoming motorcycle sales enquiries over the phone, by email and online. With a focus on the importance of data capture and the traits of top performers, it is designed to maximise conversion ratios from incoming motorcycle sales enquiries and optimise business performance.

Key Learning Areas:

- The stages of the buying process.
- Sources of many different types of leads.
- The value of the sales funnel.
- Lead capture process and motorcycle enquiry leakage.
- Follow up technique and getting leads back in the funnel.
- The importance of the telephone to maximise personal sales enquiry handling performance.
- Basic telephone skills – including appointment setting.
- How to use the telephone conversion pad to stand out positively from motorcycle dealership competitors.
- Personal organisation, prioritisation and daily, weekly and monthly activity.
- How to agree positive next actions and motorcycle sales.
- How to deal with customers 'at a distance' motorcycle enquiries.
- Measurement and KPIs.

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

