

MOTORCYCLE SALES TRAINING PROGRAMME



Title: Maximising Customer Satisfaction & Customer Handling Skills (Silver)

Audience: Any motorcycle dealership sales staff

Length: 1 day

Format: Interactive workshop

Training Course Overview:

This module focuses on the customer satisfaction programme and its value in developing a culture of continuous motorcycle dealership improvement. The module will also look at the complaints handling process and will give you the knowledge, skills and behaviours to turn a complaining customer into an advocate of your motorcycle dealership.

Key Learning Areas:

- The motorcycle manufacturer customer satisfaction programme.
- Your motorcycle dealership CSI scores.
- The most important elements of your CSI score.
- The customer's feelings when they first make a complaint.
- The impact of body language, tone of voice, and words as 'escalators' and 'diffusers' when handling a customer complaint.
- How to demonstrate active listening skills & how to show empathy and understanding without admitting liability.
- The complaint handling process from start to finish.
- When to move to each stage in the complaint handling process.
- How to demonstrate that you are genuinely interested and that you fully understand the customer's concern.
- How to take ownership of the issue, put a plan in place and set expectations with the customer.
- The importance of exceeding expectations and over delivering against your promises.
- Turning a complaining customer into a long-term advocate of your motorcycle dealership and the brand.
- Developing a culture of continuous customer satisfaction process improvement.

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