

MOTORCYCLE DEALERSHIP SALES TRAINING PROGRAMME



Title: Maximising Profit Per Unit (Silver)
Audience: Any motorcycle dealership sales staff
Length: 1 day
Format: Interactive workshop

Training Course Overview:

This module is aimed at Motorcycle Sales Executives and is designed to maximise business performance through improving profit per unit at the point of sale of the motorcycle. The course looks in detail at the various profit centre opportunities available to Motorcycle Sales Executives and will positively influence confidence and capability in selling additional products and help to maximise their overall contribution to motorcycle dealership profit.

Key Learning Areas:

- The impact of building strong customer relationships on PPU.
- How to positively influence your profit centres.
- How to lay the correct foundations to sell more additional motorcycle products and services.
- Why believing in additional motorcycle products is essential to be able to sell them.
- The key qualification questions to use to identify the customer's budget.
- Closing the sale
- How to deal with customer objections.

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

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