

# MOTORCYCLE DEALERSHIP SERVICE TRAINING PROGRAMME



**Title:** Service Excellence (Bronze)  
**Audience:** Motorcycle dealership staff new to service sales  
**Length:** 3 days  
**Format:** Interactive workshop

## Training Course Overview:

This foundation course is designed to provide a clear understanding of the motorcycle service customer experience framework to maximise profitability whilst achieving the highest levels of customer satisfaction, retention and recommendation. It delivers the core skills, behaviours and competencies required to maximise personal performance as a motorcycle service department operator.

## Key Learning Areas:

- The benefits of having a structured and consistent approach for delivering the 'motorcycle service customer experience' and how to use this to maximise business opportunities and gain customers for life.
- The benefits of keeping the customer's interests at the heart of what we do.
- How to effectively handle inbound motorcycle enquiries and secure appointments.
- How to welcome customers into your business.
- How to build a relationship that positively differentiates you from your motorcycle dealership competition.
- How to maximise motorcycle sales.
- How to use professional presentation techniques to offer additional work requirements.
- How to justify motorcycle service costs, overcome customer concerns (objections) and gain agreement to the supply of the order whilst maintaining credibility, customer trust and your profit potential.
- How to continue to exceed the customer's expectations and deliver an incredible motorcycle handover.

Are you interested? Call us on 01325 637251 or  
complete the contact form on [www.motorvise.com](http://www.motorvise.com)

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