

MOTORCYCLE DEALERSHIP TRAINING PROGRAMME



- Title:** Transaction Manager Excellence (Bronze)
- Audience:** Motorcycle Sales Execs wishing to become Motorcycle Transaction Manager or Motorcycle Sales Controller
- Length:** 2 days
- Format:** Interactive workshop

Training Course Overview:

This course prepares experienced Motorcycle Sales Executives for their step into management, starting with the functions, objectives and priorities of a Motorcycle Transaction Manager/ Motorcycle Sales Controller. Delegates will understand the mathematics behind the offer sheet and will be given management tools for influencing, supporting and coaching their team to improve business and personal performance.

Key Learning Areas:

- The core functions and objectives of a Motorcycle Transaction Manager/ Motorcycle Sales Controller.
- Your role in the motorcycle sales management team.
- Staying focused on the real priorities, customers, not the admin.
- Where is your next deal coming from?
- Maximising revenue whilst getting good customer outcomes and treating customers fairly.
- VAT qualifying, margin, and new motorcycles – what, why and how.
- The mathematics behind all elements of an offer sheet.
- Finance commissions calculations, basic finance calculations.
- Optimising profits – why, how, when etc.
- Basic coaching and influencing skills. When, how and why we manage a team.
- Second facing customers and closing the deal.
- Understanding manufacturer campaigns.
- FCA and treating customers fairly - your responsibilities as a Motorcycle Transaction Manager/ Motorcycle Sales Controller.
- Using reporting to manage motorcycle sales people performance for additional products and finance penetration

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

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