

# MOTORCYCLE DEALERSHIP PARTS TRAINING PROGRAMME



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

**Audience:** Any motorcycle dealership aftersales staff

**Length:** 1 day

**Format:** Interactive workshop

## Training Course Overview:

This module focuses on customer satisfaction and its value in developing a culture of continuous business 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:

- Understanding what makes customers complain; perception vs reality, actions, words & feelings.
- Understanding the customer's feelings when they first make a complaint.
- Understanding 'escalators' and 'diffusers' when handling a customer complaint.
- Understanding how to demonstrate active listening skills to a customer and how to show empathy and understanding without admitting liability.
- The complaint handling process from start to finish and when to move to each stage.
- Taking ownership of the issue, putting a plan in place and setting expectations with the customer.
- The importance of exceeding expectations and over delivering against your promises.
- Developing a continuous improvement process at your motorcycle dealership.

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