

# CAR DEALERSHIP SERVICE TRAINING PROGRAMME



**Title:** Improving Vehicle Health Check (VHC) Performance (Silver)

**Audience:** All car dealership service department staff

**Length:** 1 day

**Format:** Interactive workshop

## Training Course Overview:

This module focuses on the VHC and its impact on the car dealership's business performance. It will discuss how to manage people and processes to maximise the car sales opportunities presented to the service department through the VHC.

## Key Learning Areas:

- Understand the importance of fulfilling your 'duty of care' to customers by carrying out the VHC.
- Develop the skills and confidence to engage your customers in the VHC process at the earliest opportunity.
- Understand how to present a structured and professional offer for repairs identified through the VHC.
- Develop telephone selling skills including overcoming customer objections and gaining commitment to your offer.
- Maximise conversion of upsell opportunities and car service revenue.
- Understand how to deliver a customer experience that sets you apart from your car dealership competitors and boosts customer loyalty and retention.

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