

PARTS COUNTER TRAINING

PROGRAM

JANUARY 31, 2018

SPRINGHILL
SUITES HOTEL

KENNEWICK, WA



PROGRAM OVERVIEW



A one day, (6 hour) program created specifically for dealership parts counter sales people. This program will benefit new and experienced parts sales people, parts managers and CSR's that are on the front line of your dealership's parts sales force. The objective is to provide training and tools to help parts sales people better manage their time and maximize sales while delivering an excellent customer experience. Maximum 45 students.

Customer Service

- Personal professionalism
- Greeting / assisting customers
- Effective customer follow-up methods
- Internal customer service (shop, whole goods etc.)

Telephone skills

- Effective ways to improve incoming calls
- Improving Outgoing call effectiveness
- Proactive telephone sales skills

Value added parts sales

- Increasing sales per transaction (customer)
- Increasing sales per transaction (internal)
- Solution selling
- Selling related parts / service
- Proactive parts sales and marketing techniques

Conflict resolution

- Professionally handling of difficult customers
- Problem solving (out of stock, wrong parts, order errors)
- Dealing with customer credit or payment issues

Time management

- Scheduling your day
- Managing interruptions
- Proactive vs reactive time management

January 31, 2018 | 9:00am - 4:00pm | Includes Lunch

[REGISTER HERE](#)