





INNOVATION. STRATEGY. SOLUTIONS.

Parts Counter Sales Training

Parts counter staff have the power to help you eclipse sales goals, but only if they know how and feel comfortable doing it. Improving customer experience and increasing customer wallet share can happen more frequently with effective training.

Our Parts Counter Sales Training course is specially designed to help parts counter staff make more sales more often while providing excellent customer service.

 **What We Offer:** *One day, (6 hours) program designed specifically for dealership parts counter sales people. Parts Counter Sales Training is for new and experienced parts salespeople, parts managers and CSR's on the front line of your dealership's parts sales force.*

 **How you Benefit:** *Parts counter sales staff will learn how to increase customer retention rates and overall customer satisfaction while growing your over the counter part sales.*

Topics Covered:

Customer Service

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

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

Time Management

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

Conflict Resolution

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

Telephone Skills

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

Some of the best in the business rely on us to help them make every customer interaction legendary. Contact us to find out how we can make it happen for you.

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www.dealerinstitute.org