



PARTS COUNTER SALES TRAINING

DEVELOPING PEOPLE TO GROW YOUR BUSINESS

Parts counter sales staff have the capability to help you exceed 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.

What We Offer

One day program designed specifically for dealership parts counter salespeople. 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 parts sales.

Who Should Attend

Recommended attendees are parts managers, parts counter sales personnel and other key dealership leaders.

Why Dealer Institute?

Dealer Institute programs are entirely dealer-focused and aimed at helping dealers tackle their industry-specific business challenges. The Dealer Institute is the trusted resource for dealers looking for a business development partner to help them excel within their marketplace and thrive in an ever-changing business environment. Our trainers, consultants and partners have years of real-life experience in agricultural equipment dealership operations of all sizes.

- ✓ **CUSTOMER SERVICE**
 - Personal professionalism
 - Greeting / assisting customers
 - Effective customer follow-up methods
 - Internal customer service (shop, wholegoods etc.)
- ✓ **DEPARTMENTAL PROFITABILITY**
 - Understanding basic parts financials
 - Developing a direct "line of site" from everyday decisions and the impact they have on profitability
 - Understanding parts margins, turns and discounts
 - Department expense control
 - Identifying profitability "leaks"
- ✓ **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
- ✓ **PHONE SKILLS**
 - Effective ways to improve incoming calls
 - Improving outgoing call effectiveness
 - Proactive telephone sales skills
- ✓ **CONFLICT RESOLUTION**
 - Handling difficult customers professionally
 - Problem-solving (out of stock, wrong parts, order errors)
 - Dealing with customer credit or payment issues
- ✓ **TIME MANAGEMENT**
 - Personal time management
 - Managing interruptions
 - Proactive vs reactive time management