

On-Site Training Programme Service Sales Training

*Improving selling skills and increase
retail service & parts turnover*



The Challenge

The brand is facing a challenging period with regards to vehicle market opportunity, together with an equally significant decrease in warranty turnover due to an improvement in product quality. As a result service department profitability and hours sold per technician have deteriorated.

The dealer must, therefore, focus it's attention on building retail business, whilst facing the pressures of the current economic climate and the increase in competition.

What our client says about us

I would like to thank you for all your work. It was very well received by all the staff involved.

I would highly recommend the work you carried out and hope we can continue to work together going forward.

Paul Ward, Shelbourne Motors

The Solution

Renault-Nissan Consulting was asked to develop a training programme for customer facing service personnel (service advisors, service managers, parts advisors, aftersales marketing and call centre personnel), which covered the following areas:

- Effective enquiry handling - converting the enquiry into a booking
- Adding value – both to the offer and to the invoice
- Vehicle Healthcheck process – preconditioning the customer, and making an effective progress / upsell call
- Effective Selling Skills – sales presentation methods
- Selling Service Plans
- Incentives – reward and recognition of personnel
- Managing the process – the skills and techniques required for the manager to measure and maximise performance

The Results

- ✓ **Key processes developed across the service team**
- ✓ **Data capture mechanism to ensure more enquiries are converted and all non-booked work is followed up**
- ✓ **Sales presentation techniques and tools provided to build added value and present the Healthcheck findings using a proven sales technique**
- ✓ **Incentive schemes proposed to reward and recognise good performance**
- ✓ **Broader management team now focused on aftersales business development**

Key Success

- **Enquiry conversion 93% in first month**
- **Management able to measure performance and address critical areas quickly**
- **Customer satisfaction levels maintained at high level (83% recommend)**