

MAXIMISING THE VALUE™

At the end of the course you will be more confident with Maximising The Value™ of your finance and value added products. This is a one day session for Sales Executives, Advisors, Consultants, Senior Sales, Business, Transaction & Sales Managers. Modern retailing has created numerous opportunities, which means keeping customer experience high can be trickier. Maintaining a decent margin is key for all retailers in any sale. This module will cover a number of added value components and we will help your teams tailor these. Using the right skills and language to engage and influence customers in the best way.

CUSTOMER RETENTION

A key part of any business is keeping customers with you, after you've worked so hard to get them in the first place. We will advise on class-leading activities and techniques that will enable you to have a structured and well-defined plan that will continue to make your business the retailer of choice for your customers

ADVOCACY

Complimenting the customer retention strategy, this element focuses on how creating memorable experiences will ensure that your customers can positively promote you to others, leading to incremental referrals and sales

SCORECARD (CSI)

Understanding the commonly used metrics for both OEM and your own methods used to rate customer experience, will enable you to further develop and improve your CSI ratings

FUNDING OPTIONS

Point of Sale finance is, arguably, the safest, most secure and most convenient way for consumers to purchase or lease a new vehicle. We will demonstrate to you how to make significant incremental improvements in New and Used car finance uptake that is morally and ethically sound, helping you to remain compliant in a regulated environment

VALUE ADDED PRODUCTS

As with Point of Sale finance, we will help you drive incremental growth in penetration by using tried and tested ways of ensuring that you are able to put the right products in front of the right people, for the right reasons and demonstrate their value. All of this, again, with a foundation based on regulatory best practice