



“To The Top Performance”



- Over many years we have all attended various motor industry sales performance courses, predominately they are designed for motor car sales personnel and are a broad base of sales skills.
- “*To The Top Performance*” (TTTP) was created specifically for the commercial vehicle sales market. TTTP comes with over 40 years experience in the motor industry.
- Our knowledge comes from a wide range of experience within the commercial vehicle field from Motor Mechanic, Motor Vehicle Sales, Senior Management (corporate) and Dealership Management etc.
- It is our firm belief we can offer the **Complete Package** to your organisation and dealer network.

- What does TTTP offer

Professional Sales Training for all motor vehicle categories including:

1. Specific Sales Training – Training programs specifically designed to your needs
2. Product Presentation – How to present your product to get the attention it deserves
3. Product Demonstration – How to prepare for a demonstration and how to demonstrate your product to its best advantage
4. Sales Management Training – specifically designed for the Sales Managers



5. Service Reception Training – Specific Training for service reception personnel
6. Training covers all aspects of customer / service receptionist relations
7. How to understand a customer's requirements in regard to faults & servicing
8. Keeping the customer informed
9. Follow up customer & his requirements

10. Sales Person Driver Training

11. Customer Driver Induction

12. Customer Vehicle Induction

13. Customer Hand Over (New vehicles & Demonstrators)

14. Fleet Hand Over – Inductions (New & Demonstrators)

15. Mine site specific Defensive Driving Program for both Light, Heavy and Multi Combination units

Vehicle Hand Over Specialist

The delivery of a new vehicle is an exciting time for both the customer and dealership. But how often do we see sales people do all the paperwork, get the money and hand over the keys and run.

From a dealership point we do not want the customer to take his vehicle and go, we need more profit from him. Hence the hand over specialist program.

Sales staff in general have difficulty introducing customers to the service department. Generally speaking, sales tend to think they own the customer. Reality is the dealership owns the customer and therefore every department needs exposure to him/her.

The hand over specialist would generally be the service receptionist. This straight away introduces the customer to the service department. This is not taking customer responsibility away from the sales person, who must continually follow up and be the face of the dealership.

Customer Priority Retention (CPR)

- In today's market one of the most frustrating aspects is maintaining and growing your customer base. Many manufacturers and dealers spend many thousands of dollars on media advertising and yet pay little or no attention to their most effective, cost efficient method of customer retention.
- This being their own staff.
- In most cases there is a small percentage of dealer staff that actually see a customer as a source of income. Many tend to think of the customer as an interruption to their daily work routine.

Customer Priority Retention (CPR)

- It can be said that most dealer management and sales staff recognise a customer and treat them with due respect. But even they, at times, forget that the customer is a person not a problem on legs.
- If a customer has contact with a dealer representative and has a feeling of discomfort, chances are he/she will not return and will probably tell quite a few of his friends. If he/she feels satisfied and comfortable with the relationship, he/she will return and openly promote the dealership.

- In the motor industry we have several levels of customers:
 - Manufacturer – both internal and external customer/suppliers
 - Manufacturer – to dealer through either sales, service or parts
 - Dealer – to end customer, other trade suppliers and internal
- All these areas have the potential to increase profit by following some simple guidelines.
- The CPR program is designed not just for the front line troops, it is designed to cover from the time of first contact through to retirement.



- Total customer satisfaction is not something that comes easily, it must be worked at.
- The customer is a PROFIT Centre, and he is a mobile one, therefore if we do not understand his needs and treat him with respect, we can expect to see our competitors growing with the PROFITS we have handed to them.

"The only thing between being average and the greatest is the level of your commitment".