

MASTERING SELLING, NEGOTIATION, AND CUSTOMER SERVICE SKILLS



Synopsis

In the dynamic and competitive automotive industry, aftersales professionals play a critical role in ensuring customer satisfaction and loyalty. This comprehensive training course is designed to equip these professionals with the essential skills and techniques needed to excel in selling, negotiation, and customer service. By mastering these areas, participants will not only improve customer relationships but also drive sales and enhance business success.



Course Objective

This training equips aftersales professionals with key sales, negotiation, and customer service skills to drive loyalty, strengthen relationships, and boost business success.



Audience

Any individuals

Pre-requisite :
None

Duration :
2 Days (9.00AM-5.00PM)

Course Delivery Mode :
Lecture, Group Discussion, Role Play

Course Modules

Day 1

SELLING AND NEGOTIATION SKILLS

- Module 1: Introduction to Selling
 - Sales process and cycle stages
 - Customer needs analysis
 - Building rapport and trust
- Module 2: Effective Selling Techniques
 - Identifying customer needs
 - Analyzing pain points and presenting solutions
 - Crafting a compelling value proposition
 - Closing the sale
- Module 3: Negotiation Skills
 - Negotiation process and styles
 - Preparation strategies
 - Conducting negotiations and overcoming objections

Day 2

CUSTOMER SERVICE EXCELLENCE

- Module 4: Customer Service Excellence
 - Role of customer service in sales and loyalty
 - Communication skills and handling difficult customers
- Module 5: Problem-Solving and Conflict Resolution
 - Effective problem-solving techniques
 - Conflict resolution strategies and role-playing
- Module 6: Evaluation and Feedback
 - Self-assessment and peer review
 - Action plan for skill improvement
- Module 7: ACE Tools – Appearance, Communication & Ethics
 - Professional appearance guidelines
 - Active listening and clear messaging
 - Transparency and trust-building in customer interactions



Learning Outcome

Master the sales process and effective selling techniques tailored for aftersales professionals. Develop negotiation strategies that lead to mutually beneficial outcomes while enhancing customer service skills to build loyalty and satisfaction. Apply learned skills through real-world scenarios in the automotive environment for practical experience and success.



GET IN TOUCH



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