



DEALER INSTITUTE

PARTS COUNTER SALES TRAINING

DEVELOPING PEOPLE TO GROW YOUR BUSINESS



Your front-line parts service staff have more conversations with customers than anyone else in the dealership and can deeply affect customer satisfaction, loyalty, and wallet share.

What We Offer

This one-day program is designed specifically for dealership parts counter salespeople. Parts counter sales staff will learn how to increase customer retention rates and overall customer satisfaction while growing your over-the-counter parts sales.

How You Benefit

Participants will learn the key components to be a successful revenue generating parts counter sales professional by learning how to grow your over-the-counter parts sales while understanding the direct impact of customer satisfaction and retention.

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.

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

CUSTOMER SERVICE

- Personal professionalism
- Greeting / assisting customers
- Effective customer follow-up methods
- Internal customer service (shop, wholegoods etc.)

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

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A Division of the North American Equipment Dealers Association