

CS Training Toolbox

- All Employees
- Management (See management training toolbox)
- Parts Advisor
- Sales Advisor
- Service Advisor

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CS Training Toolbox

All employees:

- CS Strategy:
- CS Vision
- CS Mission
- CS Targets
- SSI/CSI/ICLI Surveys
- CSS follow-up meetings
- ESI Survey and follow-up meetings
- CS Strategy Map
- CS high performing and winning team and CS Culture

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All employees:

- CS high performing and winning team and CS Culture
- CS SWOT Analysis as a change management understanding: Why do we have to change our business, and input from your team to the CS-SWOT analysis.
- Customer contact points, customer journey and Sales-and-Service process overview (detailed training for the specific employees)
- 3 A's: Attitude, Attitude and Attitude
- CAR: Customer is always right
- How to approach the customer: Spoken language, body language and customer complaints handling
- Brand heritage and product knowledge: What is the story about the products we work with and take a demo tour of the most important vehicles, demonstration of most important technology in the vehicles
- CS Champion and employees of the year
- CS role-plays in handling customers based on practical examples from your dealership

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Sales Advisor:

- Sales process advanced training
- Product knowledge
- Customer satisfaction & loyalty
- SSI survey
- Selling Service Contracts
- The perfect customer journey
- Sales Funnel, lead management
- CRM System, get the right traffic to your showroom
- Delivering the new vehicle as a customer experience
- CS role-plays in handling customers based on practical examples from your dealership

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Parts advisors:

- Service process advanced training
- Customer satisfaction & loyalty
- Customer relationship and effective communication
- Parts sales techniques
- CRM System, Parts marketing
- Parts sales development
- Parts economics and financials
- The perfect customer journey
- CS role-plays in handling customers based on practical examples from your dealership



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Service Advisors:

- Sales process advanced training
- Customer satisfaction & loyalty
- Customer relationship and effective communication
- Parts sales techniques
- Personalized Reception of the customer
- The perfect customer journey
- CS role-plays in handling customers based on practical examples from your dealership

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