Training Spirit
Automobile

www.auto.trainingspirit.fr

TRAINING CATALOGUE

The Automotive Training Specialist

Sales Course Summary

Sales Advisor Course:

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2. Making a Good First Impression (1 day) Page 4
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TAILOR-MADE: **These courses can be adapted to your needs in terms of DURATION or PROGRAMME**

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Each training course includes a knowledge quiz at the beginning and at the end

25 years of experience

Summary After-Sales Course (non-technical)

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25 years of experience

Sales Advisor Training Programme

Immerse Yourself in the Brand Universe

Duration: 2 days

Why take this training course?

- To immerse yourself in and learn about the brand universe
- To gain confidence in front of your customers
- To develop a controlled, fluid and relevant discourse
- To be recognised as an expert
- To win over your customers

Topics covered:

- The brand's DNA
- Zero-emission/hybrid technologies
- The advantages of Hybrid & Plug-in Hybrid and EV technologies
- Customer benefits provided by technological equipment (safety, comfort, etc.)

Making a Good First Impression

Duration: 1 day

Why take this training course?

- To become a pro at welcoming people
- To increase your likeability by 20% and develop your enthusiasm
- To master your sales pitch
- To ask the right questions and tell customers what they want to hear
- To spark their curiosity and trigger a purchase

Topics covered:

- The Welcome – Overcoming the 5 Fears
- The Banana, a State of Mind
- The Setting
- Discovering Needs
- Key Questions
- The Art of Listening

Sales Advisor Training Programme

Inspire, Create Desire

Duration: 1 day

Why take this training course?

- To inspire your customers and spark desire
- To add colour to your pitch
- To learn how to create catchy slogans
- To carry out a trial in accordance with best practice
- To awaken your five senses and increase your chances of selling by 50%
- To promote your product and facilitate the price negotiation phase

Topics covered:

- Product Presentation
- Product Promotion
- Customer benefits
- Positive Words
- The Test Drive: the Springboard to Closing the Deal

Turning an objection into an opportunity

Duration: 2 days

Why take this training course?

- To Prepare for the Impossible
- To Never Again Find Yourself Without a "Voice"
- To control your emotional reactions
- To Use Objections to Showcase Your Skills and Satisfy Your Customers
- To gain confidence and self-assurance

Topics covered:

- Valid or invalid objections
- Rational or Emotional Reaction?
- The Method
- Mr. "No" and the Double Bind

Sales Advisor Course

Negotiating, Closing and Handing Over the Deal

Duration: 1 day

Why take this training course?

- To easily detect buying signals
- To not be afraid to hear "no"
- To feel comfortable in this key moment with complete self-control
- To become a skilled negotiator and sell more
- To make impactful deliveries
- To Leave a Good Last Impression

Topics covered:

- Concluding with confidence
- Assertiveness
- Personalised delivery
- Moments of truth

Prospecting and Retention

Duration: 2 days

Why take this training course?

- To Develop Effective Organisation Skills
- To Establish a Relationship of Trust
- To become a prospecting pro
- To Handle and Overcome Customer Objections
- To reduce the stress of targets

Topics covered:

- Managing your schedule, targeting prospects
- Managing your image
- The Telephone, Email, Essential Tools (Or, when, how, why, who)
- Don't be afraid!
- Winning and Retaining Customers

Sales Advisor Course

Managing Contacts

Duration: 1 day

Why take this training course?

- So that urgent matters don't take precedence over important ones
- To sell more easily and reduce the stress of targets
- To save time and make your daily life easier
- To optimise your customer management
- To establish long-term relationships

Topics covered:

- Organising yourself for success
- The 7 Habits
- Managing Your Priorities
- CRM tools
- "List" Application

Increase Purchasing Power

Duration: 2 days

Why take this training course?

- To master the different types of financing and services available
- To feel comfortable with figures
- To promote financing and present attractive package deals
- To use financing as a decision-making lever
- To sell and earn more

Topics covered:

- Credit, LOA, LLD, Insurance, Services
- Financial calculator
- Customer Benefits
- Decision-making tool
- Loyalty tool

Sales Advisor Course

An Opportunity Not to Be Missed (Used Car Trade-in)

Duration: 2 Days

Why take this training course?

- To learn about the tools at your disposal
- To acquire an effective and efficient evaluation method
- To trade in a customer's vehicle in accordance with best practices
- To discuss the "cash payment" and promote the sale
- To increase the profitability of the used car service

Topics covered:

- Tools for a successful trade-in: Internet, Argus, Trade-in Guide, etc.
- Evaluation method: Becoming a buyer
- Presentation of the offer
- Cost of a used vehicle, financial immobilisation, impact on the company

Better Communication

Duration: 2 days

Why take this training course?

- To better understand your customers
- To use your emotional intelligence
- To gain your customers' trust and loyalty
- To calmly manage difficult situations
- To increase sales

Topics covered:

- Body language, NLP
- Synchronisation
- Communication Channels
- Silences
- Degrees of stress

Sales Manager Course

Developing Your Charisma

Duration: 2 days

Why take this training course?

- To master your body language
- To Be Recognised Naturally
- To develop your powers of persuasion
- To expand your circle of influence
- To gain ease and self-confidence

Topics covered:

- The 4 Intelligences
- Managing Your Emotions
- The Power of Intention
- Encouraging Buy-in
- Authenticity

Successful Sales Reports

Duration: 1 day

Why take this training course?

- To learn all the tricks of a successful meeting
- To give, exchange and motivate
- To become more effective
- To convey key messages
- To implement management and monitoring tools

Topics covered:

- Sales Reports, Key Moments
- Management Styles
- Time Management
- Decision Making
- Tips and Tricks

Sales Manager Course

Managing Your Team

Duration: 2 days

Why take this training course?

- To understand your dominant management style
- To Distinguish Between Power, Influence and Authority
- To understand your salespeople's profiles
- To give constructive and motivating feedback
- To create genuine team cohesion

Topics covered:

- The 4 management styles
- Psychological needs
- Bateson's feedback
- Paul Ware's 3 doors

Becoming More Effective

Duration: 1 day

Why take this training course?

- To stop working in a state of urgency
- To define the importance and urgency of your actions
- To become more productive by reducing stress
- To use an application that makes everyday life easier
- To save time and money

Topics covered:

- Organising Yourself for Success
- The 7 Habits
- Managing Your Priorities
- "Lists" Application
- Taking a Step Back

Sales Manager Course

Making Public Speaking a Pleasure

Duration: 1 day

Why take this training course?

- To Find Your Voice
- To Develop Good Body Language
- To master your breathing
- To feel comfortable in public and avoid stress
- To manage the unexpected
- To Deliver Impactful Speeches

Topics covered:

- Magic Points
- Synchronising
- Anchors
- Managing Stress
- Bouncing Back

Get to Know Yourself Better to Communicate Better

Duration: 2 days

Why take this training course?

- To better manage your sales team
- To speak the language of "the other"
- To gain a better understanding of yourself
- To defuse and manage difficult situations
- To identify the keys to success

Topics covered:

- Process Communication
- Perceptions
- Psychological Needs
- Communication Channels
- Stress Levels

Service Advisor Course

Knowing How to Make a Good First Impression

Duration: 1 day

Why take this training course?

- To Become a Pro at Welcoming Customers
- To increase your likeability by 20% and develop your enthusiasm
- To master customer interviews
- To Ask the Right Questions
- To spark curiosity

Topics covered:

- The Welcome
- Having a Positive Attitude, a State of Mind
- Providing a Framework
- Identifying Needs
- Knowing How to Ask Questions, Listen and Reassure

The Telephone, a Source of Revenue

Duration: 1 Day

Why take this training course?

- To become aware of the importance of the telephone
- To Make a Good First Impression
- To prepare for objections
- To Secure Revenue
- To secure appointments and sell more

Topics covered:

- Voice – Silences
- Intonation – Tempo
- Smiling, an Attitude
- Welcome Message: Choice of Words
- Objections
- Follow-up

Service Advisor Course

Stand Out from the Crowd - Personalised Reception

Duration: 2 days

Why take this training course?

- To provide a warm and professional welcome to customers
- To manage and optimise your schedule
- To be transparent and put customers at ease
- To handle customer queries
- To make additional sales and increase your average basket size

Topics covered:

- Customer History
- Tools: Scheduling, emails, internet, CRM
- Explanation of the OR and the Work
- No Unpleasant Surprises
- Increasing Turnover

Making a Good Last Impression – Feedback

Duration: 1 day

Why take this training course?

- To Create a Positive Moment of Truth
- For a Clear, Precise and Detailed Explanation of the Operations Performed
- To Keep Your Commitments
- To Set Future Appointments and Build Customer Loyalty
- To optimise your image and develop word of mouth

Topics covered:

- Appointment Planning
- Transparency – Using Feedback
- Explaining the Work Performed, Checkpoints, and the Invoice
- The Telephone – Follow-up Call

Service Advisor Course

You Can Count on Me - Difficult Situations

Duration: 2 days

Why take this training course?

- To anticipate the warning signs of a difficult situation
- To turn conflicts into opportunities
- To learn how to use the right communication channel
- To develop your assertiveness
- To gain self-control

Topics covered:

- Life Positions
- Drivers
- Stress Masks
- Assertiveness

Putting Yourself in the Customer's Shoes - Communicating More Effectively

Duration: 2 days

Why take this training course?

- To better understand your customers
- To use your emotional intelligence
- To adopt the ideal behaviour according to customers
- To gain your customers' trust and loyalty
- To work with peace of mind

Topics covered:

- Body language, NLP
- Synchronisation
- Communication Channels
- Silences
- Degrees of stress

Workshop Manager Course

Developing Leadership Skills

Duration: 2 days

Why take this training course?

- To identify your dominant management style and develop it
- To use your motivational levers
- To Distinguish Between Power, Influence and Authority
- To use the power of intention
- To lead the way

Topics covered:

- The 4 Management Styles
- Meta-Programmes
- Intention
- Priorities

Motivating Your Team

Duration: 1 day

Why take this training course?

- To understand your colleagues' profiles
- To Give Constructive and Motivating Feedback
- To learn how to say difficult things
- To motivate your technicians
- To develop your team's productivity

Topics covered:

- The Spiral of Self-Motivation – Recognition
- Bateson's Feedback
- Psychological Needs
- Paul Ware's 3 Doors

Workshop Manager Course

Conflict Management

Duration: 1 day

Why take this training course?

- To Differentiate Between Problems, Tension, Crises and Conflicts
- To anticipate stress triggers
- To transform conflicts into opportunities
- To adopt effective behaviours for resolving conflicts
- To develop assertiveness and achieve self-control

Topics covered:

- Transactional Analysis
- Emotion Management
- Resizing
- Assertiveness

Workshop & Profit

Duration: 2 days

Why take this training course?

- To manage your business using the operating account
- To analyse workshop performance indicators
- To optimise your organisation
- To implement change initiatives
- To increase workshop profitability

Topics covered:

- Key figures, ratios. Hours purchased, lost, unproductive, etc.
- Dashboards
- Planning
- Action plans

Workshop Manager Course

Becoming More Effective

Duration: 1 day

Why take this training course?

- To stop working in a state of urgency
- To Define the Importance and Urgency of Your Actions
- To become more productive by reducing stress
- To use an application that makes everyday life easier
- To save time and money

Topics covered:

- Organising yourself for success
- The 7 Habits
- Managing Your Priorities
- "Lists" application
- Taking a Step Back

Get to Know Yourself Better to Communicate Better

Duration: 2 days

Why take this training course?

- To better manage your team
- To speak the language of "the other"
- To gain a better understanding of yourself
- To defuse and manage difficult situations
- To identify the keys to success

Topics covered:

- Process Communication
- Perceptions
- Psychological Needs
- Communication Channels
- Stress Levels

Sales & After-Sales Coaching

Encourage your sales managers, sales advisors, service advisors, workshop managers, etc. to develop and unleash their POTENTIAL.

Take them on a journey to the HEART of humanity to reveal their OWN TALENTS.

The Trainer Coach triggers insights that enable understanding and acceptance of change.

Yes, you can!

They facilitate AWARENESS of methods, TIPS, and advice that increase EFFICIENCY and SERENITY.

Half-day to full-day sessions are repeated for long-term follow-up.

"The greatest thing we can do for others is not to share our wealth with them, but to reveal theirs to them."

Sales & After-Sales Coaching

Personalised coaching

Using an analysis (360 or other), the Trainer Coach puts together an action plan with goals to achieve.

They break down "BARRIERS", open your eyes to "BELIEFS" and provide support for CHANGE.

Gain self-confidence, reduce daily stress, adopt a positive outlook, and make your change happen!

Dealership coaching

The Coach Trainer supports your employee during their WORKING DAY, IN THE FIELD, WITH CUSTOMERS.

This CLOSENESS allows the Coach Trainer to analyse the methods used and provide even more accurate FEEDBACK.

As close as possible to REALITY.

Sales & After-Sales Qualification

We assess your Sales Advisors, Service Advisors and other employees to identify the ADEGUACY of their KNOWLEDGE/SKILLS for their POSITION.

We use various tools, including SPECIFIC ASSESSMENT grids. We also conduct role-playing exercises with a 360° DEBRIEFING.

Based on the results, we recommend the implementation of a PERSONALISED TRAINING PLAN to enable employees to achieve the required level of competence.

Network Audit

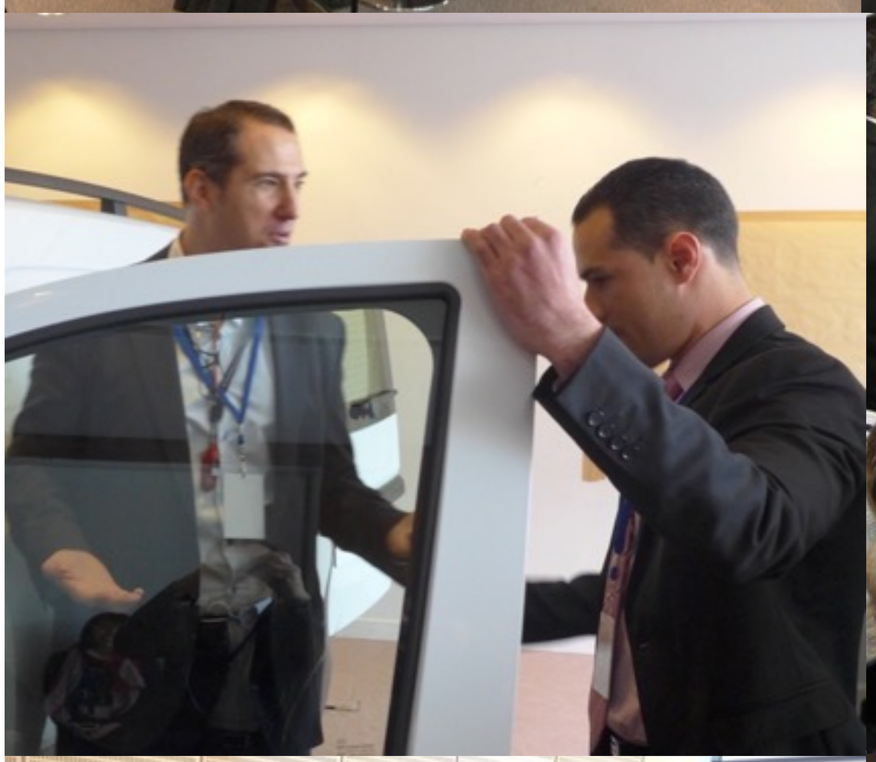
We assess COMPLIANCE with the brand's Quality STANDARDS. We also work on process compliance to guarantee SERVICE QUALITY and CUSTOMER SATISFACTION.

We assess ALL YOUR Sales & After-Sales STANDARDS, such as customer contact, staff, training, repair quality, handover, etc.

All our auditors have EXPERIENCE in the automotive industry.

Photo Wall

NISSAN QASHQAI
NEXT GENERATION



DUSTER

ENTREPRENDRE

TWIN TURBO TECHNOLOGY FOCUS
10'
OBJECTIVE OF THE SESSION
HOW?

Photo Wall

Sécurité
7 airbags
FCH / ACC / LDW
ETC

LEAF

Sauter aux Yeux

WELCOME

nismo
NISSAN
ON THE
MOVE

Let's meet up!

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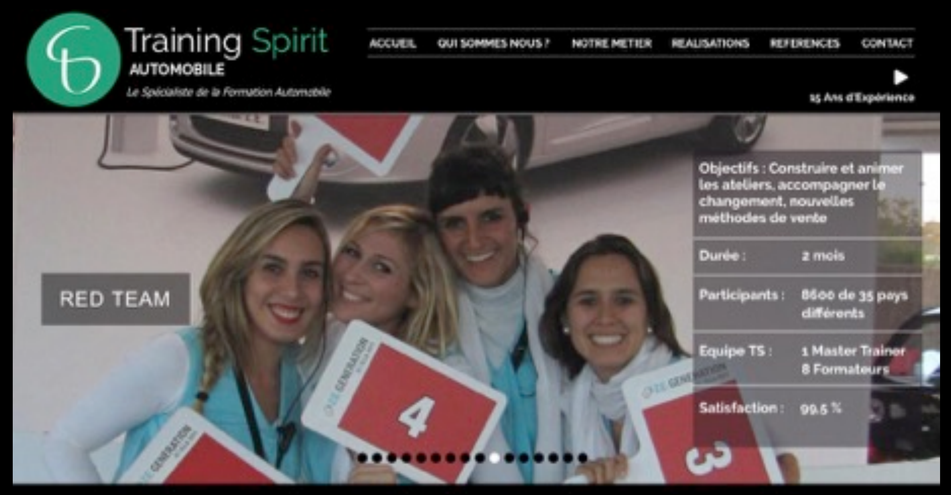

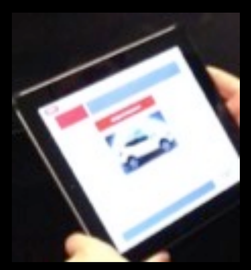

Digitise your training courses.

Take it to the next level by boosting your audience.

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