



Parts Promotion - Course Agenda

Day One

Counter Skills & Phone Skills

- Customer expectations
- What drives buying decisions
- Phases of customer interaction
- Obtaining Information
- Assumptive Selling
- Confirming the Need
- Suggestive Selling
- Completing the Transaction
- Dealing with Price Objections
- Handling Upset Customers
- Body Language

Break

Merchandising

- Store layout
- Atmosphere considerations
- Displayed categories
- Effective signage
- Using planograms
- Understanding Golden Zones
- Product adjacencies
- Prices tags & shelf talkers
- Leveraging end caps
- Creating impulse display area
- Leveraging seasonal events
- Maintaining display areas

Break

In-Store Advertising & P.O.S. Advertising

Customer Database Management



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Day Two

Advertising

- Local & regional advertising
- Direct mail campaigns
- Email campaigns
- Measuring your advertising R.O.I.
- Trends in advertising

Break

Parts Sales Representatives

- Selecting the right person for the position
- Objectives and expectations
- Leveraging the customer database
- Data capturing and reporting
- Compensation plans

e-Commerce

- Customer trends
- Best Practices unique to the parts business
- Options for e-Commerce
- Financial transactions online
- Applying freight charges
- Search Engine Optimization (SEO)

Break

Dealership Website

- Website goals
- Branding consistency
- Essential online components
- Maintaining your site
- Best Practices for Dealer Websites

Building a Promotional Plan

- Pulling the components together
- The promotional calendar