

High-Impact Parts Performance

Course Outline - ILT

Available in a virtual Instructor-led format by request



Your parts counter advisors are a critical part of your dealership's customer-facing team. Our goal is to provide your team with the tools to meet customer expectations and deliver legendary service by teaching them to ask questions to understand needs, sell the value of Cat parts and service, and ask for the order! **High-Impact Parts Performance** targets key areas that have shown opportunity for improvement at many dealers such as: *incremental sales, customer satisfaction, and the productivity of your parts team members.*

Includes optional coaching and follow-up to assure appropriate techniques have been adopted.

Target Audience	Parts Counter Advisors and Call Center Parts Advisors
Course Objectives	<p>At the conclusion of this one-day course the counterperson will be able to:</p> <ul style="list-style-type: none">• Recognize the importance of asking the right probing questions to diagnose the customer's needs and understand their business issues• Open the call or visit effectively• Cross-sell related products and services on a call or visit• Understand features, advantages and benefits to best present dealer products and services• Balance tangible (customer needs) and intangible issues (customer expectations)• Understand that THEY directly control if customer expectations are met• Correctly handle "key accounts"• Determine the customer's business issues to advance the buying process• Manage their time on the call or visit• Listen effectively• Establish value by selling the Caterpillar Value Proposition• Improve parts ordering customer satisfaction• Handle challenging calls (difficult or angry customers)• Follow-up on a quote with a customer using an outbound call• Overcome common objections• Close the sale, when and how to ask for the order
Course Summary	<p>This 1-day training session was designed to help uncover parts service opportunities that will separate you and your dealership from your competition and ensure optimum customer service. The process is tailored specifically to your customers and personnel. Techniques generate buy-in and accountability.</p> <p>Rapidly improve Parts Counter performance by increasing revenue through cross-selling related parts and maintenance supplies.</p>

	<p>Raise customer satisfaction by addressing how customers expect to be treated on the call or visit.</p> <p>This course contains eight highly interactive exercises designed to help new and seasoned parts counter professionals achieve results in these two fundamental areas:</p> <p><i>Cross-Selling</i></p> <p>Often customers will ask for a specific part or product on an inbound call. To complete the repair, the customer may need other items such as gaskets, seals, or hardware. The process of providing these needed items is called cross-selling. To perform this task, counter personnel need to ask questions, and provide recommendations in response to the customer’s answers. Participants will learn techniques that don’t feel like “selling” but accomplish the goal of dramatically increasing the revenue the dealer can capture.</p> <p><i>Customer Expectations</i></p> <p>Customer expectations center on how a call or visit is managed and handled, and how the issues raised during the call or visit are addressed. Counter personnel directly control if customer expectations are met. Participants will learn how to meet customer expectations, even in challenging situations – the customer has a complaint, is angry or just difficult.</p>
OPTIONAL	<p>Advanced Coaching: assures counter people’s good behaviors and techniques are supported, challenges are corrected and provides the opportunity to increase effectiveness. The Coach-instructor assists implementation of effective customized solutions and long-term results.</p> <p>During a day of coaching, the instructor will sit with counter personnel and observe calls or visits and provide coaching to improve skills. We recommend that one hour be allocated for each counter person. Typically, the coach will observe the counter person for 45 minutes and then provide 15 minutes of feedback. A report will be prepared for management.</p> <p>Follow-Up Calls: Realize and elicit counter person’s full potential. One-on-one, coach-instructor directs role play, provides immediate feedback, monitors and tracks results. Counter person profits immensely from learning and practicing “High-Impact” Parts Performance techniques.</p> <p>During the follow-up calls, the instructor will call the counter person 60 – 90 days after the session to role play a series of calls to verify the skills learned during the session are maintained. These calls can be arranged at the dealer’s convenience.</p>
Pre-requisites	Foundational level Parts Counter Advisor curriculum on the Dealer Performance Center