

High-Impact Rental Coordinator Training Course Outline



Rental Coordinators have a high level of contact service with your customers. Your Rental Representatives can only be at one jobsite at a time, but the Rental Coordinator is always just a phone call away. Rental Coordinators must be skilled in providing great customer service, taking deals off the street and asking for the rental. Being a champion Rental Coordinator requires critical telephone skills and this ½-day instructor-led training teaches vital closing skills to enable your team to retain more business. Available as an on-site training or a virtual Instructor-led format.

Course Outline	<p>Asking for the Rental</p> <p>There is nothing more frustrating for a Rental Manager than listening to a call where the customer asks for price and availability, but is never asked in return for the rental. During this course, your Rental Coordinators will learn easy techniques for asking for the rental on every call.</p> <p>Never Say No</p> <p>If availability is an issue, how do we never say no? By offering alternatives, brainstorming solutions with the customer, and consulting resources within the dealership. Your coordinators will learn how to keep the mindset of never say no.</p> <p>Taking the Deal Off the Street</p> <p>When a customer calls, the goal is to place the rental and take the deal off the street. If the Rental Coordinator can't close the rental on the phone, they must contact the Rental Representative immediately to pursue the rental. Coordinators will learn how to be proactive, without tying themselves in knots.</p> <p>The Three C's: Coordination, Communication, Closure</p> <p>Customer relationships take time to build, but seconds to destroy. Coordination, communication, and closure are the "three C's" of making sure your customer relationships are nourished. During this course, your Rental Coordinators will learn how to coordinate, communicate, and provide closure effectively.</p>
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	<p>Customer Personality Styles</p> <p>Customers have four basic personality styles. It is critical your coordinators be able to “flex” their style to match. Your coordinators will learn their style, how to determine the style of a customer, and how to flex to better communicate with each customer.</p> <p>The Customer’s Mental Matrix</p> <p>Customers are constantly evaluating their vendors. They maintain a mental matrix with preferred vendors on the top, lesser vendors in the lower tier. What can the Rental Coordinator do to boost the dealership to the top? Your Rental Coordinators will learn how customers evaluate vendors, and the tricks to keeping your dealership number one.</p> <p>Customer Service</p> <p>Customers today demand great customer service. Customer service is no longer an afterthought, the customer experience is everything. Because the Rental Coordinator uses the phone, the customer will lack visual clues during the interaction. During this course, your Rental Coordinators will learn the basics of good customer service over the phone, and how to exceed customer expectations.</p>
<p>Included in the Course</p>	<p>6 – Exercises for Skill Building</p> <p>9 – Customized video vignettes for behavior modeling – Caterpillar Rental Store specific</p>