

PROFESSIONAL DEVELOPMENT

Our Workshops

The DataMotive Professional Development Team's range of workshops are designed to empower participants with the methods and skills necessary to set up and manage a successful Internet Department. Using the latest industry statistics and benchmarks, facilitators guide participants through the online Internet sales processes that will ultimately help your dealership improve its Internet closing ratio.



e-Cademy and Advanced e-Cademy Workshops

e-Cademy gives participants a strong foundation in how to set up and run a successful Internet sales department. Topics covered during this one-day workshop include:

- Internet tools and software that save time and streamlines Internet sales processes
- Gaining an appointment with the Internet customer
- Tips for improving photography and vehicle descriptions
- Report management
- Effective follow-up strategies



Onsite Tailored Workshops

In-house workshops are unique in every way, as they are tailored to suit your specific dealership requirements. DataMotive facilitators liaise with Dealer Principals, Sales Managers and Sales Staff on workshop content to ensure everyone's needs are met.

If you're challenged by staff shortages when someone is out training for a day, in-house workshops are a great solution. Conducted onsite, they reduce disruption and maintain staff levels and productivity. Run in half a day or a full day, the time can be split into several smaller workshops to tailor sessions to different audiences and to ensure everyone has the opportunity to attend.



e-Cademy Online

If you have sales staff who need help improving their Internet sales results, but can't afford to send them out of the dealership for a full day workshop, then e-Cademy Online provides the perfect solution.

Accessible through Autogate, e-Cademy Online delivers a series of workshop modules that can be used by your entire sales team, any time, without leaving the dealership. Courses include standard e-Cademy content, online marketing "power sessions", and Advanced e-Cademy. New courses are added every month.

A maximum of 30 minutes in duration, courses are interactive and include a quiz on completion. Full reporting is available to confirm which of your team members have completed courses successfully – another fully accountable product from DataMotive.

WANT TO GO THAT ONE STEP FURTHER?

Select from our list of prepared courses that can be conducted at your dealership

Internet Advertising for Non-Advertising People

This session aims to introduce individuals to the basic concepts of Internet advertising. Many people are still unsure of how to use the Internet as an effective channel to promote their business and maximise sales opportunities.

Using Autogate/PRO to Manage Internet Sales Staff

This session is for Used and New Car Sales Managers who want to better utilise Autogate/PRO to manage their Internet sales staff. This workshop provides Managers with information about how Autogate/Pro can be utilised to oversee an effective prospect management process within their team.

Autogate Express

This session is a one-on-one, web-based conference, specifically designed for rural dealers and small sales teams. From their computer, the learner is linked to the trainer's desktop and, via phone, will be introduced to the basic features and benefits of the Autogate/Pro systems.

Telephone Selling Skills (Basic and Advanced)

This workshop introduces the theory and techniques behind effective telephone skills. We discuss the importance of having a positive and genuine phone manner and all the facets that can affect the customer's experience on the other end of the call. We also address the importance of the first follow up call and what can be done better to convert more of your enquiries into appointments.

Email Communication and Online Marketing

This is an excellent workshop for individuals who are responsible for the creation of a dealership's online presence, including Carsales ads, websites and promotional emails. In this workshop learners will discover the etiquette behind online communication and the importance of standing out from the competitors.

Managing Your Time and Focusing on the Goal

This is a great motivational session for all levels of front end staff and senior management. The session focuses on working smarter and managing one's daily schedule to achieve the ultimate in performance and productivity. We also offer a management specific session that focuses on motivating Sales, Service and Administration teams.

Improving Customer Satisfaction and CRM

This is a great workshop for any salesperson or sales manager, whether they are new to the industry or have been selling for many years. The workshop enables the individual to step back into the customer's shoes and gain a better understanding of what makes their buying experience a positive one. We will cover many topics including human interactions, personality profiling, relationship building and follow up, customer management and automotive-specific CRM procedures that can be implemented in any dealership.

Controlling Conversations and Handling Objections

This workshop focuses mainly on psychological principles rather than sales techniques. We will discover the process behind conversing and how a salesperson can take control without leaving a negative impression with the customer. Topics such as tone of voice, body language and personality observation will be also covered.

Fixed Operations – Customer Retention and Selling

This workshop has been designed specifically for parts and service advisors who have not come from a retail background. We will discuss the importance of customer satisfaction and building relationships, enabling greater retention of customers in the future. Effective telephone skills and appointment setting will also be a major focus.