



# Training & Development Solutions

## ADDRESSING THE NEEDS OF MOTOR INDUSTRY

- Sales Staff
- Service Centres
- Receptionists
- Trainers
- Managers
- F&I Specialists



To see how we can help you to move  
your business forward please call



Tel: 01625 828162  
Email: [info@ladirection.com](mailto:info@ladirection.com)  
[www.ladirection.com](http://www.ladirection.com)

## Motor Industry Training – Course Content

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# **Payment Protection and GAP Training – For Front Line Sales Staff and Business Manager**

## ***Product knowledge and Sales Compliance***

The FSA requires firms to have adequate training and competence arrangements. This workshop is designed for any front line staff who sell Payment Protection products and GAP. The content can be tailored to meet the requirements of the organisation and the needs of the individual.

### **Aim:**

To give staff the knowledge to offer Payment Protection and GAP products with confidence and in a compliant manner.

### **Objectives:**

By the end of the workshop participants will;

- Be able to explain the key features of the product so customers have sufficient information to make an informed decision
- Know the importance of treating customers fairly and have a clear understanding of organisation's values and principles
- Know the basic FSA principles and put them in to effect so they able to deliver a compliant outcome and the appropriate level of customer protection
- Be able to consistently adhere to the organisation's sales process
- Be able to deal with customer objections and concerns
- Have practical, hands on experience of following telephone scripts / face-face sales processes

### **Course Content:**

- PPI/GAP- Background and market awareness
- Why people buy PPI/GAP and why they don't
- Policy terms and conditions
  - Significant benefits and exclusions
  - Cancellation and complaints procedure
  - Basic Principles of Insurance
- Putting the customer first
  - Principles of TCF
  - Ensuring communication is Clear Fair and Not Misleading
  - Company Values
- FSA Principles of Business and applying these principles to PPI
- Overview of the ICOB rules relating to sales
- Required pre-contractual information
- The sales process (advised or non-advised)
- Dealing with concerns and objections using the LAER technique
- Practise session using tele-coach equipment and/or video
- Review and feedback
- Written knowledge assessment
- Reflection and personal development

## **Payment Protection Training – For Front Line Sales Staff** ***Product* knowledge and Sales Compliance**

### **Course Duration:**

Dependent up on previous knowledge and experience (1-2 days)

### **Course Design:**

We work with your product, sales and compliance team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

## **Telephone Communication Skills – For Sales Staff** ***Inbound, Outbound, Internet***

Have you calculated the cost of getting the phone to ring? How equipped are your sales team to maximise all telephone leads. The telephone is fast becoming the first point of contact for many potential customers. This workshop is designed for front line staff and aims to give them the skills to make appointments and respond positively to internet enquiries. Many sales teams have a negative attitude towards outbound prospecting. During this workshop we address some of the fears and anxieties which surround making outbound calls and further develop essential telephone communications skills.

### **Aim:**

To give sales staff the skills to maximise telephone sales opportunities.

### **Objectives:**

By the end of the workshop participants will;

- Be able to deal positively with inbound enquiries
- Have the skills to deal effectively with customer concerns and objections
- Have the skills to build customer loyalty
- Be able to identify different customer buying styles
- Adapt their own communication style to get in rapport with customers
- Be proactive in creating new business opportunities
- Have practical, hands on experience of using and adapting telephone call guides

### **Course Content:**

- Setting personal objectives
- The Loyalty Ladder
- The qualities of effective tele-marketer
- The Nature of Customers
  - The TetraMap of Behaviour
  - Action plan for adapting communication styles
- No pressure sales techniques that work
- Reducing tension and building trust
- Telephone communication skills
- Essential questioning and listening techniques
- Dealing with irate customers
- The outbound call
  - Planning and preparation
  - Achieving a Positive outcome
  - Steps to success
- The inbound call
  - Making appointments
  - Dealing with internet enquiries

## **Telephone Communication Skills – For Sales Staff** ***Inbound, Outbound, Internet***

- Helping the customer reach a buying decision
  - Dealing with concerns and objections
  - Closing the sale
  - Essential documentation and administration
- Practise session using tele-coach equipment
- Review and feedback
- Reflection and personal development

### **Course Duration:**

2 days

### **Course Design:**

We work with your management team to ensure the workshop is designed and delivered in line with the organisations principles, culture and processes. All materials are approved prior to roll out.

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## **Managing High Performing Teams – For Managers**

### ***Maintaining a motivated inter-dependent Sales Team***

High performing sales teams are the result of great leadership, coaching and motivation. This workshop is designed for managers who are responsible for maintain high performing teams. Our aim is to give managers the tools and techniques to motivate and coach staff. Managers have a tendency to manage in their own style and lack the skills to identify what makes individuals in their team tick. This workshop looks at different communication styles and behaviours and gives managers the techniques to build inter-dependent teams by focussing first on the individual.

#### **Aim:**

To give team leaders/supervisors the knowledge and skills to effectively manage and coach their sales team.

#### **Objectives:**

By the end of the workshop participants will;

- Have the skills to tackle internal barriers and resistance from sales staff
- Have the tools and ability to give effective and consistent feedback
- Be able to communicate effectively with individual team members
- Be able to distinguish between what coaching is and what it is not
- Have the skills to effectively use the GROW model in coaching
- Practice the skill of gaining commitment in coaching
- Be able to set realistic goals and targets
- Know how individuals learn
- Have the skills to run impactful team meetings
- Identify the stages of team development
- Be able to manage teams through change
- Have the tools and techniques for improving personal self-management

#### **Course Content:**

- Personal Development Needs Review
- The role and responsibility of the Team Leader/Supervisor
- The Nature of People
  - The TetraMap of Behaviour
  - Action plan for adapting communication styles
  - Reducing tension and building trust with team members
  - Dealing with conflict and problem behaviours
- Leadership and Management
- Effective feedback (one-one)
- Completing meaningful Personal Development Plans
- Responsive and reflective listening techniques
- Staff Development - Effective coaching
- Coaching theories, models and applications
  - Essential coaching techniques

## **Managing High Performing Teams – For Managers** ***Maintaining a motivated inter-dependent Sales Team***

- The GROW model
- Overcoming internal barriers and resistance
- How people learn
- Recognising and appealing to differences in learning styles
- Understanding what motivates and de-motivates individuals
- Coping and dealing with change
- Obtaining commitment and action to change
- Building great teams
- Understanding different stages of team development
- How to run impactful team meetings
- Tools and techniques for improving personal time management
- Practise session using real life case studies
- Review and feedback
- Reflection and personal development

### **Course Duration:**

3 days

We recommend this programme is delivered over a period of 3 months. This will enable managers to try out new skills, reflect on their learning and share experiences. Participants will be set tasks at the end of each session to ensure skills are put in to practise.

### **Course Design:**

We work with your management team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

## **Essential Communication Skills – For receptionists**

### ***Creating a professional first impression***

Receptionists play a key role in sales and service process. They are usually the first point of contact for customers both on the telephone and face-face. Dealerships need to have receptionists who can give a professional first impression and deal efficiently with customers. This workshop is designed to give receptionists the skills to deal effectively with internal and external customers and the understanding of how their role impacts on the image and effectiveness of the dealership.

#### **Aim:**

To give receptionists the knowledge and skills to create a first class image and manage the expectations of internal and external customers.

#### **Objectives:**

By the end of this workshop participants will;

- Demonstrate professional telephone skills
- Have the skills to meet customer expectations
- Have the skills to transfer calls and take messages
- Be able to manage a busy switchboard
- Be able to identify different communication styles
- Adapt their own communication style to get in rapport with others
- Identify the importance of their role within the dealership
- Have the knowledge and skills to deal with personal stress
- Have practical, hands on experience

#### **Content:**

- The role and responsibilities of the receptionist
- Personal skills analysis
- Essential communication skills
  - Listening and questioning
  - Barriers to communication
- The Nature of Communication
  - The TetraMap of behaviour
  - Adapting communication styles to get in rapport with customers
- Overcoming difficulties when managing a busy front desk
- Personal self management
- Stress management
- Being an effective team player
- Exceeding customer expectations
- Dealing with difficult customers
- Practise sessions and feedback using tele-coach equipment
- Reflection and personal development

## **Essential Communication Skills – For receptionists** *Creating a professional first impression*

### **Course Duration;**

This course is designed to

### **Course Design:**

We work with your management team to ensure the workshop is designed and delivered in line with the organisations principles and processes. All materials are approved prior to roll out.

## **Effective Training Techniques– For Trainers and Managers** ***A fresh approach for designing and delivering Training***

This workshop is designed for trainers and managers who are responsible for training front line sales staff to sell Payment Protection Products. Many companies fail to constantly review, update and amend training programmes to ensure they provide sales staff with the knowledge and ability required to operate compliantly when selling Payment Protection. This workshop is designed to give trainers and managers the knowledge and skills to deliver effective training programmes and monitor and assess competence. Workshop participants will need to have in-depth knowledge of the PPI terms and conditions, the regulatory requirements of the FSA and the organisation's sales and compliance procedures.

### **Aim:**

To give trainers and managers the knowledge and skills to deliver quality training programmes to front line sales staff.

### **Objectives:**

By the end of the workshop participants will;

- Have carried out a training and competency assessment of current programmes
- Have the skills to deal with barriers and resistance from delegates
- Be able to design and deliver a variety of training events
- Have the tools to deliver both classroom and one-one learning
- Be able to communicate effectively with delegates
- Be able to measure and evaluate the effectiveness of the training
- Practice delivering learning bite

### **Course Content:**

- Personal needs assessment
- Identifying barriers and resistance from delegates
- Dealing with difficult and conflicting opinions and behaviours
- The Nature of People
  - The TetraMap of Behaviour
  - Action plan for adapting communication styles
  - Understanding how different elements learn
  - Reducing tension and building trust with delegates
- Essential coaching techniques for 1-1 learning
- The GROW model
- Giving effective feedback
- Course design
- Techniques for delivering programmes which reach all participants
- Making learning fun
  - Using Accelerated Learning techniques
- Practise session – delivering a learning bite
- The evaluation process

## **Effective Training Techniques– For Trainers and Managers** *A fresh approach for designing and delivering Training*

- Review and feedback
- Reflection and personal development

### **Course Duration:**

2 days

### **Course Design:**

We work with your management team to ensure the workshop is designed and delivered in line with the organisations principles, culture and processes. All materials are approved prior to roll out.

## Why LA direction?

- All our training consultants are CIPD qualified
- Accredited FSSC Recognised Trainers
- Master Facilitators for TetraMap Certification programmes
- We have a wealth of knowledge and experience within the finance and insurance industry
- We have nationwide training consultants who are knowledgeable and enthusiastic
- We have the option to use actors to ensure practical sessions are realistic
- We have a proven track record

### Our philosophy

- To work with clients to develop their business and achieve goals
- Keep training solutions simple and practical
- Ensure training is relevant by designing client specific programmes
- Deliver professional high quality courses and produce new programmes in accordance with business changes and development

**To find out how we can help you achieve your business goals please contact Anne Clews on:**

**Tel: 01625 828162**  
**Mobile: 07973 941382**  
**[www.ladirection.com](http://www.ladirection.com)**

