

# Development Services

Helping you to build your business  
through development



Our Dealer Development Team have great experience in developing specialist programmes to suit a wide range of business requirements. Our suite of tailored programmes will help your team to better understand their customers and drive their business performance forward.

**A sample of the courses available can be found overleaf  
Please contact your Regional Manager for further details.**



## Value added products

The purpose of this one-day workshop is to share industry best practice on presenting value-added insurance products and their USP's while also looking at how to best overcome customer concerns and tailoring the presentations to the customer's needs. This session is best combined with the Finance Specialist Development programme to maximise on all opportunities within the sales process, or can be run independently.

**Location:** Various options available

**Duration:** 9.30 – 15.00 (Can be added as a 3rd day to the Finance Specialist Development Programme)

## Working with Santander Consumer Finance

This workshop has been designed to introduce Santander Consumer Finance (SCUK) to our new dealer partners, or to staff joining existing dealers. Delivered to ensure dealership staff members are aware of the importance of our brand and how to promote the products available to their customers through SCUK, so that they can effectively guide them through the proposal and funding process smoothly and ensure good customer outcomes.

**Location:** Held remotely via Microsoft Teams

**Duration:** 1 hour 15 mins

## Performance Management Workshop

Aimed at assisting Managers in developing their sales team members. Setting 'SMART' objectives to help drive performance is a key part of this workshop and we give delegates the skills and opportunity to explore this area further in a safe environment. Performance examples will be discussed as a group to aid the learning, formulate action plans, and promote positive outcomes. Various methods and tried and tested tools are explored to enable delegates to implement effective change within their team.

**Location:** Various options available

**Duration:** 3-hour session

## Finance Insights Workshop

This workshop is designed to give new starters, or those looking for a refresh, an insight into the importance of finance within the dealership environment. Providing a high-level overview of selling finance in a compliant manner whilst treating customers fairly. This session looks to share knowledge on presenting finance in a tailored way and gives delegates the tools to handle customer concerns whilst utilising the different types of finance products available to ensure the best customer outcome is achieved.

**Location:** Various options available

**Duration:** 9.30 – 16.00

## Maximising Customer Renewal Opportunities

Maintaining and developing customer relationships is vital. In support of our renewal proposition, Gateway 3Sixty, this workshop shows how to turn customers into loyal clients and advocates for your business, focusing on both in-dealer sales and renewal process. This one-day course will show delegates how to create customers for life, understand buying behaviour, set up the first sale for renewal success, make and maintain meaningful regular contacts, understand re-purchase triggers and manage the customer trade cycle.

**Location:** Various options available

**Duration:** 9.30 – 16.00

## Finance Specialist Development Programme

The role of the Finance Specialist within dealerships has evolved considerably in recent years and has never been more important. Having a strong understanding of the latest regulatory requirements along with appropriate sales techniques will help to ensure the right balance between achieving the right customer outcomes and delivering successful returns. This two-day workshop using a blend of coaching and workshop-based learning to provide delegates with the skills and confidence to realise their full potential.

**Location:** Various options available

**Duration:** Two-day workshop based + pre course work and post course follow up

