

THE RENEWAL / PORTFOLIO SPECIALIST PROGRAM

PROGRAM CODE: 🚧 RM-1
PROGRAM DURATION: 🚧 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: 🚧 Renewal / Portfolio Specialists, Sales Managers and General Sales Managers
PROGRAM OBJECTIVE: 🚧 Provide participants with the knowledge, tools and procedures to implement an effective portfolio management system in the dealership

PROGRAM CONTENT:

- 🚧 The job description of the Renewal Specialist
- 🚧 Setting up the Renewal Department: office set-up and tools
- 🚧 How to “access” and create an updated customer data base
- 🚧 WHEN and WHY to contact lease, finance and cash customers during the term
- 🚧 HOW to contact customers during the term
- 🚧 Telephone scripts for effective telephone follow-up throughout the term
- 🚧 Telephone, e-mail and mail scripts for ensuring early term renewal appointments
- 🚧 Preparing for renewal appointments: “MAKE-A-DEAL” meetings
- 🚧 Effective strategies for dealing with difficult renewal situations - eg.:
 - ▶ customer’s lease payment will significantly increase for a similar vehicle because of interest rate and / or residual and / or price changes
 - ▶ customer has excessive kilometres and damage on current leased vehicle
 - ▶ customer wants to shop other manufacturers for their next vehicle
- 🚧 Lease end appointment “procedures”: the role of the Renewal Specialist, Sales Manager and Salespeople
- 🚧 Lease end “sales procedures”
- 🚧 Overcoming objections to re-leasing

PROGRAM INVESTMENT: 🚧 \$385 / Participant
INCLUDES: 🚧 Comprehensive text-based manual
🚧 Worksheets and forms
🚧 Coffee, tea, refreshments
🚧 Lunch