



**ASC**   
WebCoach  
*Automotive*

## The ASC Motorcycle Dealer Academy

BROUGHT TO YOU BY ALAN SCOTT CONSULTING

## INTRODUCTION

With over 20 years' experience designing, developing and delivering Sales and Aftersales training to the UK motorcycle market we are delighted to launch our dedicated Motorcycle Dealer Academy. Our aim is simple, to provide UK motorcycle dealers with a comprehensive Virtual Academy to support their business in an affordable and easy to access package.

Designed to be affordable, accessible and to enable dealers to improve their performance and approach in an ever increasingly difficult marketplace. The ASC Motorcycle Virtual Academy combines essential learning for sales and aftersales to ensure a consistently high customer experience, whilst maximising sales, profit, aftersales performance and customer feedback.

As I continue to travel tens of thousands of miles each year on a motorcycle and as a motorcycle dealer customer, combined with over 20 years' experience in learning and development, most of which in the motorcycle industry, I'm confident that this virtual academy will offer a unique and highly effective way to engage new staff, develop existing staff and allow dealers to manage their customers experience to match or exceed our customers current expectations.

## VIRTUAL MC DEALER ACADEMY STRUCTURE

The academy combines a number of virtual approaches such as:

- Virtual Instructor-led Courses
- Unlimited 1-2-1 Virtual Coaching
- Supporting Materials
- Work-based Assignments
- Performance Consultation
- Personal Learning Plans
- Knowledge Testing



## BENEFITS

Staff Engagement  
Skills Development  
Focus & Proactive Behaviors  
Staff Retention  
Business Development



The ASC WebCoach unique approach to blended learning consists of:



## Virtual Classroom Training Sessions (VCTs)

Utilising a dedicated virtual classroom (Adobe Connect) to deliver highly engaging, interacting and informative sessions. Following years of research and experience of delivering Virtual Classroom Training to a wide array of learners we have developed a unique approach that maximises learning whilst reducing time away from the business.



## Instructor-Led

All of our sessions are led by an experienced and qualified Trainer who understands the specific learning mechanisms required to ensure virtual learning is effective including learning approaches, session facilitation and audience engagement.



## 90-Minute Sessions

Through research and experience we have identified that 90 minutes provides the optimal balance between information/knowledge transfer and learner attention span (free from distractions) within the workplace. This allows us to keep a high pace, focused interaction and time to explore learner questions or challenges.



## Broadcast Session

Our sessions are delivered as a broadcast meaning learners will see and hear the instructor and they can interact via a text chat box. Removing the learners' cameras and microphones reduces distraction in the workplace, apprehension in being on camera and also the fear of being singled out. This helps to relax our learners and provides a safe, non-threatening environment with reduced need for technical knowledge.



## Interactive

Each session contains instructor-led presentation detailing specific content, case examples, studies and theories or best practice. Learner activities include text chat box feedback, quizzes, word selections, analysis, knowledge tests and more. Our room configurations change frequently to create a 'journey' through the session and maintain engagement throughout.



## The Hub

Learners have access to specific course areas on our learning platform, known as the 'Hub' where they can find training manuals and supporting videos or information, knowledge testing, downloadable work-based assignments designed to help embed the learning into the workplace.



## Virtual 1-2-1 Individual Coaching

Every learner has access to unlimited virtual 1-2-1 coaching which they can access via the Hub. Booking directly into the coach's diary at a time that suits them, these 45 minute 'Teams' sessions are designed to explore learner challenges, questions, issues and identify and develop actions to create improvements in the workplace.

# OUR 3 TYPES OF LEARNING FORMAT

We currently offer 3 types of learning format:

**1** Professional Programmes

**2** Short Courses

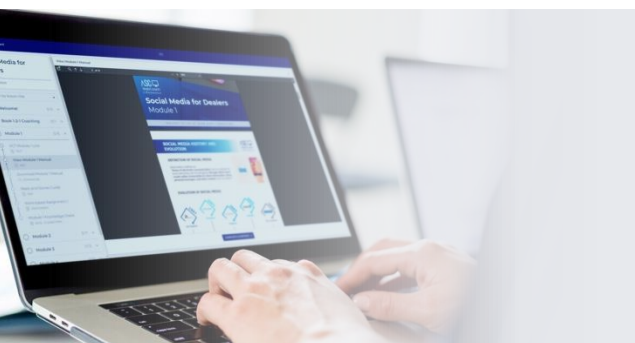
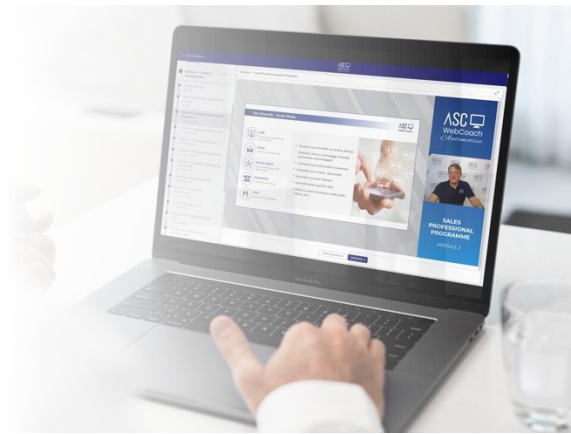
**3** Standalone

## 1/ PROFESSIONAL PROGRAMMES

Professional Programmes are designed to act as both a foundational structure for new Sales and Aftersales Advisors as well as a platform for more experienced advisors to develop their knowledge, skills and behaviors.

Usually 6-8 modules with mandatory work-based assignments, knowledge tests and coaching.

Our Professional Programmes are designed to be challenging and engaging. Linking content to role-based activities and measurable improvements.



## 2/ SHORT COURSES

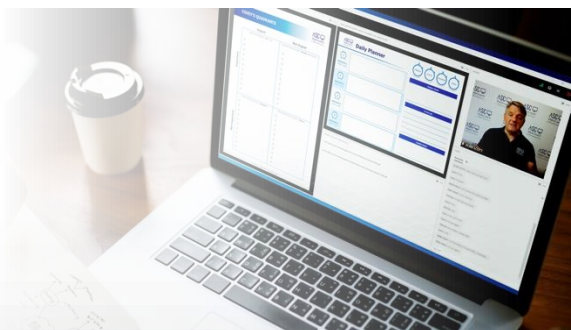
Short courses provide a tactical approach to key subjects to support core Sales and Aftersales Activities.

They are 4 modules in length with optional work-based assignments, knowledge testing and coaching.

## 3/ STANDALONE

Our standalone modules are single modules in a specialist area, such as Time Management, which are designed to support all areas of the business.

These are tactical and we continually provide new content based on learner/ Dealership feedback.



## PROGRAMME AND COURSE SCHEDULING

All of our programmes and courses run at least once per quarter with additional cohorts as required.

Cohorts are usually 15 learners to maximise the learning potential whilst retaining peer to peer learning.



## Motorcycle Sales Professional Programme

This programme has been specifically designed for Motorcycle Sales Executives and Advisors and is built from the ground up around all the knowledge, skills and competencies required to be an effective Motorcycle Sales Executive.

Covering all aspects of the customer journey from contact to point of sale and through to Customer Relationship Management (CRM), this programme is designed to maximise the salesperson's ability to engage with customers, qualify their needs, present products effectively and secure customer commitment, maintain contact and manage renewal and repeat sales.

## Motorcycle Aftersales Professional Programme

Following the customer's journey in aftersales, this programme maps out the 6 key stages of the customer aftersales journey and identifies all of the core competencies required to provide customers with an engaging and enjoyable experience, maximizing customer retention, Selling from eVHC, service plan and loyalty products sales whilst maintaining high levels of customer feedback (NPS/CSI).

Maintaining a proactive approach to customer ownership and relationship management to ensure customer satisfaction.

SALES

AFTERSALES

PROFESSIONAL PROGRAMMES

RETAIL

PARTS

## Motorcycle Retail Professional Programme

Providing Retail Sales Advisors with key best practice in stock display, pricing, customer engagement and customer service to deliver a specialist retail experience for motorcyclist. Improving customer commitment, upselling, cross selling and link selling to increase customer spend and loyalty.

This programme is designed to support Retail Advisors in developing a proactive approach to clothing and accessory sales enhancing the customers' ownership and increasing the dealers' sales and customer service performance.

## Motorcycle Parts Professional Programme

Designed specifically for Parts Sales Advisors focusing on key soft skills and exploring both retail and trade parts sales best practice increasing consistency in parts sales, reducing discount and developing relationships with trade and retail customers.

Developing confidence in price presentation and improving all-round customer communication skills and customer handling. This programme is designed to ensure parts sales are consistent, profit is maximised and stock turn increased through effective customer engagement.

## SOCIAL MEDIA FOR DEALERS

This virtual course is designed to increase knowledge and understanding of social media for dealers. Creating a structured approach to developing a social media plan, creating posts and campaigns, measuring performance and increasing engagement. Designed for all levels of experience this course will enable your team to maximise their social media presence and effectiveness.

## COMPLAINT HANDLING

This virtual course is designed to develop confidence in identifying, engaging with and managing customer issues, conflicts and complaints that occur throughout the sales process. Improving confidence through a structured approach designed to reduce customer issues and provide a more enjoyable customer experience.

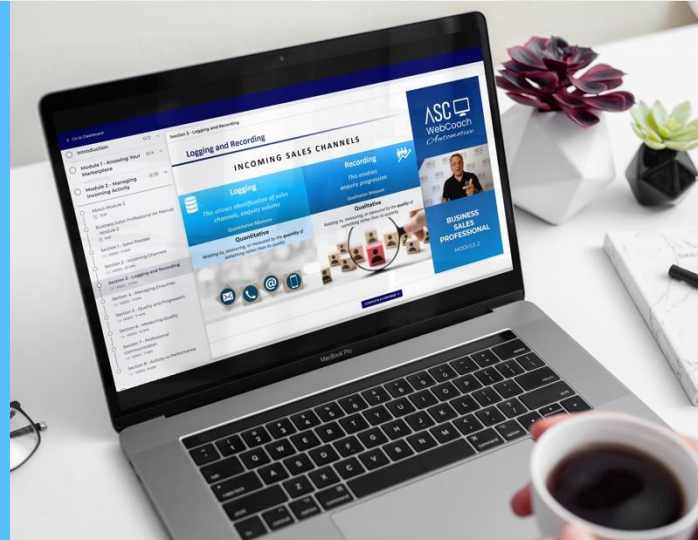
## RECRUITMENT AND SELECTION

This virtual course provides a structured approach to hiring, focusing on clear job definitions, targeted recruitment strategies, and comprehensive evaluation and onboarding processes. This course will highlight the importance of creating compelling job advertisements, screening applications, conducting initial and final interviews, and assessing candidates' skills.

## TIME MANAGEMENT

This is a 90-minute virtual training module designed to provide a structured and manageable approach to time and task management. Exploring techniques and methods for prioritising, organising, measuring and communicating in order to organise and sort tasks, identify and manage resources, adapt plans and measure achievements to deliver a more effective and efficient approach to any work or personal situation.

- ✓ Flexible training delivery
- ✓ Less time taken out of the business
- ✓ High level of learner engagement
- ✓ Transfer of knowledge and skills straight into the business
- ✓ Re-sit courses easily
- ✓ No travel time, no travel costs





## PROFESSIONAL PROGRAMME

Consisting of:

- ✓ 6-8 modules instructor-led Virtual Modules
- ✓ Online Downloadable Materials
- ✓ Online Knowledge Testing
- ✓ Mandatory Work-based Assignments
- ✓ Mandatory 1-2-1 Coaching

£399.00  
per person

## SHORT COURSES

Consisting of:

- ✓ 4 x 90-minute instructor-led Virtual Modules
- ✓ Online Downloadable Materials
- ✓ Online Knowledge Testing
- ✓ Optional Work-based Assignments
- ✓ Optional 1-2-1 Coaching

£199.00  
per person

## STANDALONE

Consisting of:

- ✓ 1 x 90-minute instructor-led Virtual Module
- ✓ Online Downloadable Materials
- ✓ Optional Work-based Assignments
- ✓ Optional 1-2-1 Coaching

£49.00  
per person

## DEALER PACKAGE

12 months access for up to 10 learners to:

- ✓ All scheduled programmes
- ✓ All scheduled courses
- ✓ All Scheduled standalones
- ✓ Unlimited virtual 1-2-1 coaching access to all hub materials

£1995.00  
Package



*Based on 5 learners completing 1 programme and 1 short course each, the Dealer Package gives a saving of over £1,900.00*



# THE ASC MOTORCYCLE DEALER ACADEMY

COURSE SUBJECT	PROGRAMME	SHORT COURSE	STANDALONE	1-2-1 COACHING
Sales Professional	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Aftersales Professional	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Retail Professional	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Parts Professional	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
Recruitment and Selection		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Social Media for Dealers		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Effective Customer Relationships		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Complaint Handling		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Time Management			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Courses are available individually or for a single payment 12 months unlimited access to published courses and unlimited virtual 1-2-1's.

***Attract and engage the right staff, develop their knowledge, skills and behaviours and retain the people who make your business successful.***

***Contact us to discuss your dealership needs.***





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