



## TARGET GROUP

Dealer Principals, Sales Managers,  
Sales Consultants, Service Managers,  
Service Advisors

## HOLISTIC APPROACH

Covering Pre-Sales,  
Sales, After Sales and Renewal

## CONTACT US

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# Coaching Modules





## MODULES

OFF-SITE  
ANALYSIS

ON-SITE  
ANALYSIS

DEALER  
EVALUATION

COACHING  
MODULES

ACTION  
PLAN

FOLLOW-UP

Global coaching programmes  
to support Škoda dealers  
performance

Excellent & stable dealer team

Satisfied & loyal customers

Profitable dealerships



### MANAGEMENT

- Leadership & Communication
- People Management
- Costs & Revenue Management
- Customer Experience

### SALES

- New Cars
- Used Cars
- Fleet Excellence
- Accessories
- Upselling

### AFTER SALES

- Service Excellence
- Active Service Sales
- Parts Management
- Workshop Planning & Efficiency
- Warranty
- Connect Services

### MARKETING

- Retail Marketing
- Customer Retention
- Lead Management
- Online Presence
- Market Exploitation

### eMOBILITY