



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aatikd.co.za · Website: www.aatikd.co.za

COURSE BROCHURE

Strategic Partner Relationship Management for Motor Retail

Business, Commerce and Management Studies / Generic Management

Unit Standard 243351 · NQF Level 6 · 14 Credits · 11 Days

COURSE OVERVIEW

This course equips motor retail professionals with the skills to build, maintain, and enhance strategic partnerships with key stakeholders such as manufacturers, financiers, and suppliers. Participants will learn to align partnership goals with business strategy, manage conflicts, and measure relationship performance to drive mutual growth.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243351
Accreditation	SAQA Accredited · NQF Level 6 · 14 Credits
Duration	11 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply principles of strategic partnership management to identify and prioritize key partners in a motor retail context.
- Analyze the needs and expectations of strategic partners to align them with business objectives.
- Evaluate the effectiveness of existing partnership agreements and recommend improvements.
- Design a relationship management plan that includes communication strategies, conflict resolution, and performance metrics.
- Implement strategies to enhance trust, collaboration, and value creation with strategic partners.
- Demonstrate the ability to monitor and report on partnership performance using key indicators.

WHO SHOULD ATTEND

- Dealer principals, sales managers, after-sales managers, and business development managers in the motor retail industry who are responsible for managing relationships with strategic partners.

COURSE OUTLINE

Day 1: Introduction to Strategic Partner Relationship Management

- Overview of the motor retail industry in South Africa
- What is strategic partner relationship management?
- Key stakeholders in motor retail (manufacturers, dealers, suppliers, financiers)
- Benefits of strong partner relationships (increased sales, customer satisfaction, efficiency)
- Course roadmap and assessment criteria

Day 2: Partner Ecosystem and Stakeholder Analysis

- Identifying partners: OEMs, parts suppliers, finance houses, aftermarket providers
- Stakeholder mapping: power-interest grid
- Understanding partner motivations and objectives
- Case study: Stakeholder analysis in a dealership group
- Tools for stakeholder analysis

Day 3: Communication and Engagement Strategies

- Principles of effective business communication
- Tailoring communication to partner types
- Active listening and feedback techniques
- Conflict resolution and negotiation basics
- Creating a partner communication plan

Day 4: Partner Selection and Onboarding

- Partner selection criteria: financial stability, reputation, capability
- Due diligence and risk assessment
- Onboarding best practices
- Setting mutual expectations and service level agreements (SLAs)
- Case study: Successful partner onboarding in motor retail

Day 5: Performance Management and KPIs

- Identifying relevant KPIs: sales targets, customer satisfaction, compliance
- Balanced scorecard approach
- Performance review meetings: structure and frequency
- Data collection and reporting tools
- Addressing underperformance collaboratively

Day 6: Contract Management and Compliance

- Essential contract clauses: scope, term, termination, dispute resolution
- Regulatory compliance in motor retail (CPA, NCA, competition law)
- Contract management systems
- Renegotiation and exit strategies
- Case study: Contract dispute resolution

Day 7: Collaborative Planning and Joint Business Development

- Joint business planning process
- Co-marketing and co-branding opportunities
- Sharing market intelligence
- Innovation partnerships (e.g., electric vehicle infrastructure)

- Case study: Successful joint venture in motor retail

Day 8: Technology and Data in Partner Management

- Overview of PRM (Partner Relationship Management) software
- CRM integration with partner systems
- Data analytics for partner performance
- Data protection regulations (POPIA)
- Best practices in data sharing

Day 9: Risk Management and Resilience in Partnerships

- Risk identification: financial, operational, reputational
- Risk assessment matrix
- Business continuity planning with partners
- Crisis communication
- Case study: Managing supply chain disruptions in motor retail

Day 10: Advanced Negotiation and Conflict Resolution

- Principled negotiation (Harvard method)
- Dealing with difficult negotiators
- Mediation and arbitration processes
- Building long-term trust
- Role-play: Negotiating a partnership agreement

Day 11: Strategic Review, Integration, and Action Planning

- Review of key concepts and tools
- Creating a personalized action plan
- Presentation of plans to peers
- Feedback and refinement
- Resources for ongoing learning

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **14 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 42,200.00	R 42,200.00
1	In-House	R 54,900.00	R 54,900.00
1	On-Campus (Pretoria)	R 63,400.00	R 63,400.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	24 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	25 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	25 Aug 2026	On-Campus	Mauritius
12 Aug 2026	26 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	27 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	28 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	31 Aug 2026	On-Campus	Durban, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243351) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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