Accredited Africa Training Institute for Capacity Development

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

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COURSE BROCHURE

Motor Retail Business Brand Promise Delivery

Business, Commerce and Management Studies / Generic Management

Unit Standard 243353 · NQF Level 6 · 16 Credits · 13 Days

COURSE OVERVIEW

This course equips motor retail professionals with the skills to consistently deliver the brand promise, enhancing customer loyalty and business performance. Participants will learn to align operational processes, staff behaviour, and customer interactions with the brand's value proposition.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243353
Accreditation	SAQA Accredited · NQF Level 6 · 16 Credits
Duration	13 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS — verifiable online

LEARNING OUTCOMES

- Analyze the components of the motor retail brand promise and its impact on customer expectations.
- Evaluate current business practices to identify gaps in brand promise delivery.
- Develop strategies to align staff behaviour, processes, and communication with the brand promise.
- Implement monitoring systems to measure and improve brand promise adherence.
- Demonstrate effective conflict resolution techniques when brand promise delivery fails.

WHO SHOULD ATTEND

- This course is designed for dealership managers, brand managers, customer experience managers, and senior sales or service staff in the motor retail industry who are responsible for upholding brand standards.

COURSE OUTLINE

Day 1: Introduction to Brand Promise and Customer Experience

- What is a brand promise?
- The motor retail landscape in South Africa
- Customer expectations and experience
- The role of every employee in brand delivery
- Overview of Unit Standard 243353

Day 2: Understanding the Motor Retail Business Environment

- Dealership organizational structure
- Key departments and their roles
- Customer journey mapping
- Competitor analysis
- Regulatory environment (CPA, Ombudsman

Day 3: Brand Standards and Values

- Brand identity and values
- Brand guidelines and manuals
- Consistency across touchpoints
- Case studies: brand failures and successes
- Self-assessment: personal brand alignment

Day 4: Communication Skills for Brand Promise Delivery

- Verbal communication techniques
- Non-verbal cues and body language
- Active listening skills
- Questioning techniques (open, closed, probing
- Handling difficult conversations

Day 5: Customer Service Excellence

- The service profit chain
- Moments of truth
- Service recovery and complaint handling
- Building rapport and trust
- Customer loyalty programs

Day 6: Product Knowledge and Brand Advocacy

- Vehicle specifications and models
- Service and parts offerings
- Financing and insurance options
- Brand storytelling
- Handling product objections

Day 7: Sales Process and Brand Promise Integration

- Sales process overview (prospecting to delivery
- Brand promise at each stage
- Test drive protocols
- Negotiation techniques

- Ethical selling practices

Day 8: **Service and Parts Operations**

- Service reception and job cards
- Repair cycle and quality control
- Parts ordering and stock control
- Customer communication during service
- Warranty and goodwill processes

Day 9: **Handling Customer Complaints and Difficult Situations**

- Types of complaints (sales, service, parts
- Complaint resolution frameworks
- De-escalation techniques
- Empowering employees to resolve issues
- Documentation and follow-up

Day 10: **Teamwork and Collaboration for Brand Delivery**

- Interdepartmental communication
- Team roles and responsibilities
- Conflict resolution within teams
- Collaborative problem-solving
- Celebrating team successes

Day 11: **Measuring and Monitoring Brand Promise Delivery**

- KPIs: CSI, NPS, repeat business
- Customer satisfaction surveys
- Mystery shopping programs
- Data analysis and reporting
- Goal setting and action planning

Day 12: **Continuous Improvement and Personal Development**

- Personal development planning
- Training resources and certifications
- Industry trends (EVs, digital retailing
- Kaizen and continuous improvement
- Mentoring and coaching

Day 13: **Integration, Assessment, and Certification**

- Review of key concepts
- Role-play scenarios
- Final assessment (written and practical
- Feedback and reflection
- Certification process

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 **16 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 35,200.00	**R 35,200.00**
1	In-House	R 47,500.00	**R 47,500.00**
1	On-Campus (Pretoria)	R 52,800.00	**R 52,800.00**

UPCOMING SESSIONS

Start	End	Method	Venue
02 Dec 2026	18 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
02 Dec 2026	18 Dec 2026	On-Campus	Kinshasa, DRC
03 Dec 2026	21 Dec 2026	On-Campus	Pretoria, South Africa
04 Dec 2026	22 Dec 2026	On-Campus	Dar es Salaam, Tanzania
07 Dec 2026	23 Dec 2026	On-Campus	Victoria Falls, Zimbabwe
07 Dec 2026	23 Dec 2026	On-Campus	Blantyre, Malawi
08 Dec 2026	24 Dec 2026	On-Campus	Kinshasa, DRC
09 Dec 2026	25 Dec 2026	On-Campus	Bangkok, Thailand

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

HOW TO GET A QUOTATION OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 243353) and click **Get A Quotation**. 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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