



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 Communication Process Management

Business, Commerce and Management Studies / Generic Management

Unit Standard 243471 · NQF Level 6 · 10 Credits · 7 Days

COURSE OVERVIEW

This course equips motor retail professionals with the skills to manage and improve communication processes within their business. Participants will learn to design effective communication strategies, evaluate existing processes, and implement improvements to enhance customer satisfaction and operational efficiency.

Category	Business, Commerce and Management Studies
Subfield	Generic Management
Unit Standard	243471
Accreditation	SAQA Accredited · NQF Level 6 · 10 Credits
Duration	7 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyze current communication processes in a motor retail business to identify inefficiencies.
- Design improved communication strategies that align with business goals and customer needs.
- Implement communication process improvements using appropriate tools and techniques.
- Evaluate the effectiveness of communication processes through feedback and performance metrics.
- Demonstrate the ability to manage cross-functional communication within the motor retail environment.
- Apply conflict resolution and negotiation skills to enhance communication outcomes.

WHO SHOULD ATTEND

- This course is designed for managers, team leaders, and communication specialists in motor retail businesses who are responsible for overseeing and optimizing communication processes.

COURSE OUTLINE

Day 1: Introduction to Communication Process Management in Motor Retail

- Overview of the motor retail industry and communication challenges
- Introduction to communication process management principles
- Stakeholder identification: customers, suppliers, internal teams
- Communication channels: face-to-face, phone, email, CRM systems
- Regulatory requirements and SAQA unit standard alignment
- Barriers to effective communication in motor retail
- Case study: communication breakdowns in a dealership

Day 2: Communication Planning and Strategy Development

- Elements of a communication plan: goals, audience, message, channel, timing
- Audience analysis: customer personas and internal teams
- Message crafting: clarity, tone, and consistency
- Communication scheduling: calendars and reminders
- Tracking and measurement: KPIs for communication effectiveness
- Activity: draft a communication plan for a vehicle launch

Day 3: Customer Communication and Relationship Management

- Customer lifecycle communication: inquiry, purchase, service, follow-up
- Active listening and questioning techniques
- Managing expectations: timelines, costs, and service quality
- Complaint handling: the HEAT model (Hear, Empathise, Apologise, Take action)
- CRM systems for tracking customer interactions
- Role-play: handling a customer complaint

Day 4: Internal Communication and Team Collaboration

- Inter-departmental communication challenges in dealerships
- Tools: shared calendars, instant messaging, intranet, meeting protocols
- Meeting management: agendas, minutes, action items
- Shift handovers and job card communication
- Conflict resolution techniques
- Activity: design a handover checklist for service advisors

Day 5: Digital Communication and Social Media Management

- Digital communication channels: website, email, social media, chatbots
- Social media strategy: content, engagement, monitoring
- Handling online reviews: positive and negative responses
- Data protection: POPIA compliance in customer communication
- Email etiquette and templates
- Activity: draft a response to a negative online review

Day 6: Monitoring, Evaluation, and Continuous Improvement

- KPIs for communication: response time, resolution rate, customer satisfaction
- Feedback mechanisms: surveys, interviews, mystery shopping
- Root cause analysis for communication failures
- Continuous improvement cycle: plan-do-check-act

- Reporting communication metrics to management
- Activity: analyse a communication report and propose improvements

Day 7: Integration and Assessment Preparation

- Review of key concepts from Days 1-6
- Integration: creating a dealership communication process manual
- Assessment requirements for unit standard 243471
- Mock assessment: case study with multiple scenarios
- Feedback and individual coaching
- Final Q&A; and course evaluation

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 **10 NQF credits** at **NQF Level 6**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 31,000.00	R 31,000.00
1	In-House	R 40,400.00	R 40,400.00
1	On-Campus (Pretoria)	R 46,500.00	R 46,500.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	17 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	18 Aug 2026	On-Campus	Abu Dhabi, UAE
11 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	19 Aug 2026	On-Campus	Mauritius
12 Aug 2026	20 Aug 2026	On-Campus	Cape Town, South Africa
13 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
14 Aug 2026	24 Aug 2026	On-Campus	Pretoria, South Africa
17 Aug 2026	25 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 243471) 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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