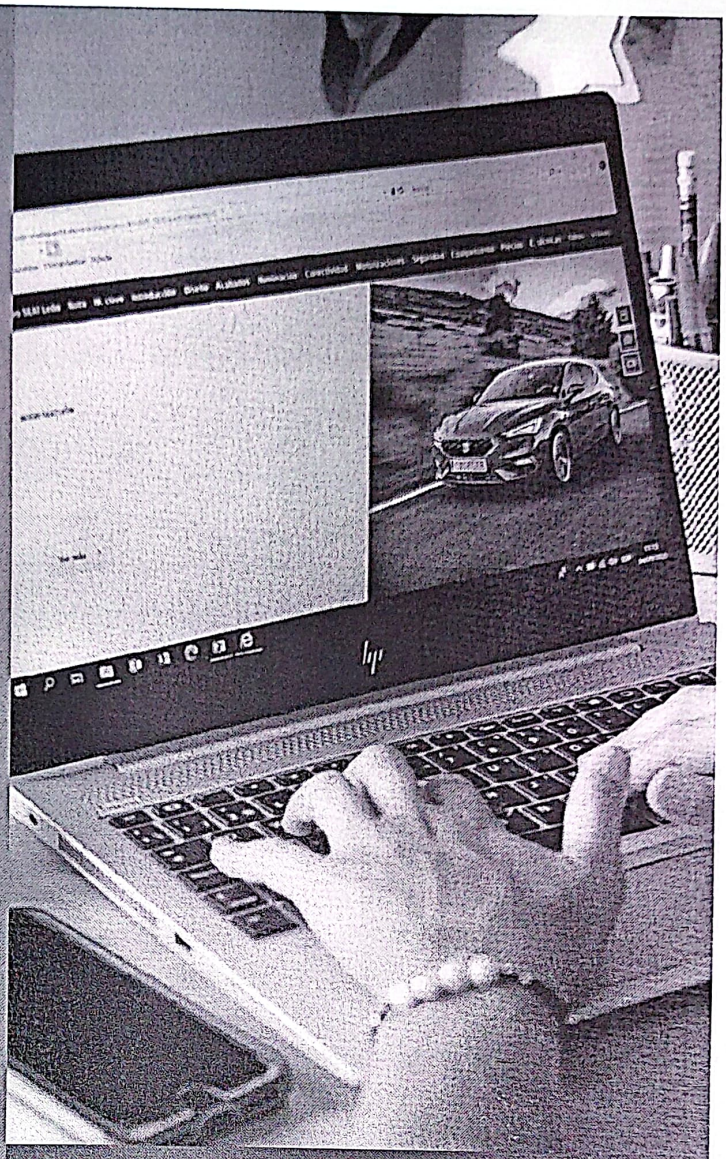
KNOWLEDGE TEST



SEAT

2.5. KNOWLEDGE TEST INTRODUCTION

Description

The knowledge test consists of a written questionnaire in which the Service Advisor's knowledge related to their daily work and the automotive business will be assessed. The test will have the following characteristics:

- 60 questions
- Multiple choice with 4 options and a single correct answer.
- Incorrect answers do not add points but they do not take them away either.
- Questions are selected randomly from a pool of questions

The questions

The knowledge test is automatically generated by getting the questions from the CMS hosted on the Training hub. This means that no two tests are alike, even if people are taking them at the same time, or for people who have to repeat the test due to a low score.

The randomly generated test is taken on the basis of all the questions from the compulsory courses taken on the way to certification. This pool of questions may vary depending on the market.

In Tazio, the test is set up to have different content and always include questions from each of the courses.

If you don't use Tazio as an assessment tool, you can still get the file of suggested questions to be added to the tool used by the market for the test.

Certification criteria

The final score for the knowledge test is calculated based on the percentage of correct answers. To be considered as a pass, you must get 80% of answers right, i.e. 48 out of 60.

Time

- 60 minutes

56/60

Participant Details

- Name : Reham mohamed kamal

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Question	Chooses	Answer
Why is it so important to fight against the counterfeiting of parts?	It's not important. Counterfeiting allows parts to be bought for cheaper.	
	Because an inferior quality has a direct impact on the safety and durability of SEAT vehicles.	✓
Are Genuine Parts marked with the reference number?	No.	
	No, the reference number can be found on a sticker on the outer packaging measuring 60 x 41 mm.	
	No, as it already comes in genuine part packaging.	
	Yes, always.	✓
What is the main difference between a Genuine Part and a counterfeit?	Only the price.	
	There isn't one, they are normally identical.	
	There are no detectable differences.	
	Genuine Parts are created for each of the models using SEAT quality standards.	✓
What should you do if you detect a possible counterfeit?	Send the part to SEAT.	
	Inform the distributor of the part to be sanctioned.	
	Nothing, as this is the way to find cheaper parts.	
	Contact the Brand Protection department and provide them with all the required information about the part.	✓
What is Google My Business?	A tool that quickly makes the content you publish viral.	
	A tool that, mainly, helps locate your Dealer on Google Maps and manage your reputation based on the ratings and opinions received.	✓
	A tool that allows building an Online Marketing Plan and receiving advice from an expert (additional service with a cost).	
	A tool that helps manage Leads that arrive at your Service Partner based on the ratings you receive through opinions.	
Which is the formula for calculating ROI?	(Income-Costs)/Investment	
	(Billing - Costs of means, premiums and incentives)/Investment	
	(Profit - Investment)/Investment	✓
	(Billing - Investment)/Investment	
Only one of these four statements about the SWOT matrix are correct. Which one is it?	Threats are the internal elements (organisation, employee training, resources, etc.).	
	Opportunities are the elements within the our environment (market situation, legislation, financing ...) that can help us consolidate ourselves and grow.	✓
	Weaknesses are the elements in our environment that hinder our growth.	
	Strengths are the factors that help us grow in the near future.	
When we are designing an Action Plan within the Marketing Plan:	We have to detail only those activities that we have already carried out on other occasions, of which we have all the necessary information (resources, costs, results, etc.).	
	We cannot foresee all the situations that we are going to encounter; therefore, we will have to leave enough freedom of action to react to the market at all times.	
	We have to detail all the activities that enable us to achieve objectives, detailing the resources, dates, persons responsible, costs and expected results.	✓
	We know that we can change it as many times as necessary depending on our workload (as we see that we can assume it internally)	
A company located in an area where there are opportunities but has weaknesses is recommended to use a...	Survival strategy	
	Defensive strategy	
	Offensive strategy	
	Reorientation Strategy	✓

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Which assistance system allows the speed and safety distance to be set?	ACC	✓
	Lane Assist	
	Speed limiter	
	Front Assist	
What are the options for adjusting the Lane Assist steering correction force?	There are no force adjustment options	✓
	Normal and strong	
	Soft, normal and strong	
	Soft and normal	
I press the accelerator and the car does not accelerate.	Because I have turned on the ACC	✓
	Because I have turned on the speed limiter	
	Because I have turned on the cruise control system	
	Because I have turned on the speed warning	
After setting the speed, in which of the following situations do I have to keep my foot on the accelerator pedal?	Speed limiter	✓
	Speed warning	
	Cruise control system	
	ACC	
Which of the following is NOT a key aspect in the call protocol?	Not allowing the telephone to ring more than five times	
	Avoid leaving them on hold or redirecting the call (and if necessary, excuse yourself).	
	Making sure of informing the customer on all the Service's technical aspects so they are duly informed about the entire process	✓
	Noting down everything the potential customer tells us so we leave a record.	
Which of the following aspects should you consider when starting a call?	Easing the customer by saying it will be a short call	
	Asking the customer if they can take the call	
	Being respectful and showing interest when attending the interlocutor	
	All the above answers are correct	✓
If an interlocutor gives the following objection "I have no time", what would you answer?	I would hang up as they may be busy and this way they don't get upset	
	I would try to obtain as much information in the shortest time possible	
	I would be understanding and ask if there is another moment I can contact them	✓
	I would hang up and try calling at another time	
According to the Ten Steps, how should you address the interlocutor?	Always talk in a loud voice to ensure that what you say is clear	
	Do not use technical language that the customer cannot understand	
	B and D are correct	✓
	Present your arguments in a safe, direct and personalised way	
Which of the following steps are NOT part of closing the call?	Reformulate personalised benefits by basing it on the conversation held	
	Suggest at least two options for the date of the visit, so they can choose the most convenient	
	If the customer shows no interest, hang up and delete the contact from the database	✓
	Keep/spark your interlocutor's interest	
Trust is based on which three elements?	Self-motivation, resolve and self-control.	
	Truthfulness, coherence/consistency and transparency.	✓
	Cleanliness, order and attention to detail.	
What is the purpose of the four phases of the AIDA model, upon which sales techniques	To achieve customer adhesion to the sales representative's proposal through stepwise persuasion.	✓

SEAT

are based?	To advise customers on the products and services they should acquire.	
	To arouse customer interest in products and services offered by the sales representative.	
What are the three main tactics that we should follow to learn about the customer?	Ask, explain and understand.	
	Argue, ask and refute objections.	
	Listen, ask and observe.	✓
What is the "alternative selling" technique?	Offering the customer two alternatives; by choosing one of them they will decide to buy.	✓
	Asking the customer to decide whether to buy or not to buy at that moment.	
	Faced with two options, making the customer unsure of which to choose.	
When does the reception begin?	When an appointment has been agreed for the customer to bring their vehicle in for servicing and when this information has been entered in the appointment agenda.	
	When the customer decides to contact (either via telephone or in person) the Authorised Service Partner to arrange a time and date to take their vehicle in for servicing.	
	When you are ready to attend to the customer without them having to wait and are able to repair their vehicle without problems or delays.	
	When the customer arrives with their car at the Authorised Service Partner.	✓
What happens if a customer does not arrive at the agreed appointment time?	This never happens.	
	The effective reception is suspended and will resume when a new appointment with the customer is made.	
	The Service Advisor can call the customer and offer them another appointment.	✓
	The customer will call whenever it is convenient for them.	
The effective reception ends when:	The customer arrives at the Authorised Service Partner.	
	The Service Advisor says goodbye to the customer and provides the workshop with the necessary documents.	✓
	The customer is handed a copy of the Repair Order/deposit receipt.	
	The workshop finalises the job and makes the vehicle available for handing over.	
The "Vehicle Visual Inspection in Reception" Document allows you to:	Detect whether the vehicle is subject to any campaigns.	
	Find out any information relating to the vehicle in order to provide good service.	
	Detect the vehicle's problems by observing its different elements.	✓
	Have full knowledge of the vehicle's repair history.	
When the reception has finished, the customer is given the following (signed and stamped by the Service Advisor):	The original copy of the Repair Order, the original copy of the estimate, if applicable, and a copy of the "Vehicle Visual Inspection in Reception" Document.	
	The original copy of the Repair Order and estimate, if applicable.	
	The copy/deposit receipt of the Repair Order, a copy of the estimate, if applicable, and the original copy of the "Vehicle Visual Inspection in Reception" Document. The inspection and maintenance book is also stamped, if applicable.	✓
	The original copy of the estimate, if applicable, and a copy of the "Vehicle Visual Inspection in Reception" Document.	
We recognise a customer with a D profile in the DISC Methodology because:	When they talk, they get to the point.	
	They speak confidently to us, speaking quickly and loudly.	
	They give us orders about what they want.	
	All these statements are true.	✓
When talking to a customer with an S profile in the DISC Methodology:	You have to earn their trust.	
	You need to speak calmly and clearly.	

	You need to try to not be domineering.	
	All these statements are true.	✓
The Empathy Map as a sales tool is useful:	To understand the customer better when making a sale.	
	To put ourselves in the customer's place.	
	To get the customer to tell us what they are feeling at that time.	
	None are true.	✓
The Eisenhower Matrix enables us to:	Separate between urgent and non-urgent tasks.	
	Separate between important and unimportant tasks.	
	Separate tasks between those we like and those we don't.	
	Separate the tasks into 4 groups based on two axes - urgent and important.	✓
Urgent and Important Tasks:	These are the first ones we should do.	
	We need to plan them so as not to act rashly.	
	We have to collate them with other people and, wherever possible, delegate them to others.	
	As they are so important, it is better to postpone them so as not to make a mistake when doing them.	✓
1. By using the Accident Damage Management strategy, we will contribute to	☐ Increasing the sale of labour in the SEAT official network.	
	☐ Increasing the bodywork business in the SEAT official network.	✓
	☐ Reducing the labour rates in the negotiation with insurance companies.	
3. Which are the bases for negotiation between SEAT and the insurance companies?	☐ Labour discounts adjusted to the structural costs.	
	☐ Discounts only on parts.	
	☐ High standards of quality, knowledge, equipment and installations.	✓
7. The active acquisition of customers in order to sell Clever Repair is favourable in:	☐ Customers highly dependent on the car.	✓
	☐ Customers whose damages on the car are higher than the excess insurance established in the insurance policy.	
	☐ Customers whose cars have extensive but small metal work damage.	
8. One of the functions of the Accident Specialist's Sales Advisor is to reach an agreement with the expert. For this purpose, he must	☐ Analyse the expert report delivered by the expert and accept it if in conformance.	
	☐ Reaching an agreement is not necessary if it is a collaborating company.	
	☐ Receive the expert's appraisal with an estimate drawn up.	✓
Which system should we use to access all the vehicle information registered by the manufacturer?	ODIS.	
	ELSAPRO.	✓
	CEM.	
	ETKA.	
ODIS allows diagnosing faults quickly and also provides the following information:	Vehicle maintenance list: Technical Product Information, Service Measures, TPI's, etc.	
	Queries about the vehicles characteristics, Warranty processing, Queries about and processing of Commercial Support Actions.	
	Technical solutions for faults, Intervention times, Circuit diagrams, etc.	
	Vehicle information, Repair manuals, Circuit diagrams, Service measures and Technical product information.	✓
Which system should be used to code vehicle immobilisers?	ETKA.	
	OPARTS.	
	GEKO.	✓
	WISH.	
The Quick search for technical solutions by means of a guided and structured process is carried out through:	ODIS.	
	DISS.	✓

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	DISS Monitor.	
	ELSAPRO.	
How do you access SAGA2?	Via ELSAPRO.	
	Via the Internet, provided there is a standardised connection.	
	Via any DMS, provided that it is standardised by SEAT.	
	Via the CPN Corporate Portal.	✓
What benefits does the DISS system provide to SEAT?	It provides control over the services that are provided at the Authorized Service Centre.	
	It allows knowing the behaviour of its fleet of vehicles.	✓
	It streamlines the processes related to warranties.	
	It verifies the quality of the parts used in vehicle manufacturing.	
What happens when Technical Assistance is consulted about a DISS record that is in process?	The response appears on the Entry tab of DISS Monitor.	✓
	The response appears on the DISS tab called In-Process of DISS Monitor.	
	The Authorised Service always receives an e-mail informing about the availability of the response.	
	A New icon appears on the Consultations Made tab, which when selected, opens up the response to the consultation made.	
If a DISS record is initiated by the Service Advisor when receiving a vehicle, can the Master Technician continue with it?	No. The person who creates a DISS record is the one who must continue with the processing and follow-up process.	
	Yes, as long as the DISS record is the informative type.	
	Yes.	✓
	Yes, if the Quality Manager delegates this task.	
What does this icon mean in the Digital Service Schedule?	There is a maintenance list open and not saved.	✓
	The Digital Service Schedule includes data.	
	You can cancel a maintenance record.	
	This icon does not exist in the Digital Service Schedule.	
Which of these advantages of the Digital Service Schedule for the Workshop are false?	Simple demonstration of the warranty rights.	✓
	Differentiating potential and additional contacts with customers.	
	Integration of the application in existing systems, without having to stamp or sign the service in paper format or use different applications.	
	Querying the vehicle data in the language of each country.	
Which of these records cannot be printed using the Digital Service Schedule application?	Service record	
	Anti-corrosion warranty	
	Workshop remark	
	Mobility guarantee	✓
Which is the first step in order to create a service record?	Generate a maintenance table	✓
	Generate a ticket	
	Edit a process	
	Cancel the last service entry	
Who has access to the record of a service within the first 10 days?	All the Dealers	
	The Dealer that performed the record	✓
	Only the Importer	
	Only the person who created the record	
DISS is accessed through:	ElsaPro.	✓
	ETKA.	
	DMS.	
Is ElsaPro part of all the DMSs in the SEAT	Not yet, but it will be.	✓

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Network?	It is already part of the approved DMSs.	
	It is found in all DMSs.	
Where should the jobs that the customer has not agreed to be recorded?	Nowhere, because they will not be carried out.	
	In the DMS and in the Repair Order.	✓
	In the DMS and in the CRM to promote a later sale.	
	In the Repair Order and in the CRM	
What is important in relation to the customer during the Active Reception?	Record what the customer says in your own words.	
	Do not ask questions. If the customer wants to tell you something, they will.	
	Omit any damage observed and highlight everything that is in good condition.	
	Talk with them and actively listen to them.	✓
What is the benefit of involving the customer in the decision-making process regarding the work to be carried out on the vehicle?	Avoid customer complaints and claims due to late delivery dates.	
	The customer assumes responsibility as the owner of the vehicle and empathises better with the Service Advisor.	
	It increases customer confidence in the Service Partner.	✓
	It increases invoicing per throughput, as the customer does not usually say no to the Service Advisor's proposals.	
Why is the Active Reception said to improve planning?	Because it reduces the number of Repair Order extensions and, therefore, the necessary readjustments in the workshop.	✓
	Because the work to be carried out can be recommended according to workshop availability.	
	Because the tasks to be performed are already agreed upon when the appointment is made.	
	Because the customer can only come with a scheduled appointment.	
What type of indicator shows the result of Workshop throughput/Average Invoicing per workshop throughput?	An indicator of the Service Advisor's work quality.	
	An indicator of profitability.	✓
	A strategic Indicator of the Service Partner's balanced scorecard.	
	A qualitative indicator.	
The assertive communication style is characterised by:	Imposing their opinions and needs on others.	
	Being inflexible.	
	Being carried away by others without expressing their opinions or needs.	
	Clearly and accurately conveying opinions and needs.	✓
Rephrasing questions helps us:	Confirm that the message has been understood.	✓
	Inquire about the needs of the interlocutor.	
	Obtain specific answers.	
	Move quickly through the conversation.	
In effective communication over the phone, in the active listening phase, it is important to:	Earn the customer's trust by being polite.	
	Link your proposal to the customer's needs.	
	Formally introduce yourself.	
	Nod in order to show interest in what the customer is saying.	✓
Influencing questions help us to:	Confirm that the message has been understood.	
	Influence the final decision.	✓
	Find out the interlocutor's needs.	
	Obtain a lot of information.	

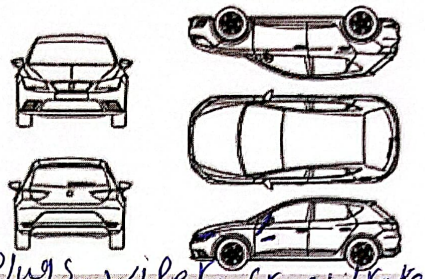
KAYAN

SEAT S.A.

Authorised Service	Zawam group	Address	El Maadi
Telephone	* * *	E-mail	Website

ACTIVE RECEPTION

Service Advisor	Reham Mohamed		
Customer	Taha		
Date 27/7	Km 60,000	R.O. No. ***	
Number Plate	****	Variant	
Vehicle ID	* * * *	Engine	1.4



ACTIVE RECEPTION ☐ ACTIVE RECEPTION PLUS ☑ VISUAL DAMAGE INSPECTION ☐

Reason for refusing Active Reception

Details of past inspections/jobs Feb 2023/49,000 / oil change, spark plugs, wiper, front brake pads

Special Offers

Service Packages 60,000/ oil chang, air filter, belt

VEHICLE INTERIOR

/ CONTROLS, INSTRUMENT PANEL AND LIGHTS				Comments
1 Lights and instrument panel (warning lamps: AdBlue, windscreen washer...)	☑		■	
2 Windscreen wipers (front/rear) and headlight washer	☑		■	
3 Door mirrors (left/right)	☐		☒	cracked left mirror
4 Parking brake	☑		■	
5 Visual status (*)	☐	☐	■	

/ DIAGNOSIS				Comments
6 Diagnosis	☑		■	

VEHICLE EXTERIOR (left side/back/right side/front)

/ WHEELS AND BRAKES				Comments
7 Tyres	☐	☐	☒	some worn
8 Brakes	☑	☐	■	
9 Wheels (*)	☑	☐	■	

/ BODYWORK, PAINT AND LIGHTS				Comments
10 Bodywork and paint on roof and sides (left/right) (*)	☐		☒	Pump on drivers door
11 Door mirrors (left/right) (*)	☐		☒	cracked left mirror
12 Headlights, tail lights, indicators and number plate light	☒		☒	some marks left front headlight
13 Bumpers (front/rear) (*)	☑		■	
14 Bodywork and paint on bonnet and boot lid/tailgate (*)	☑		■	
15 Door pullers/Handles/Fuel cap	☑		■	
16 Boot	☑	☐	■	

/ WINDSCREEN WIPERS/WINDOWS				Comments
17 Rear wiper	☑	☐	■	
18 Windscreen wipers	☑	☐	■	
19 Windscreen/windows (*)	☑		■	

ENGINE COMPARTMENT

/ ENGINE COMPARTMENT				Comments
20 PLUS Battery	☑	☐	■	
21 PLUS Antifreeze	☑		■	

VEHICLE UNDERBODY

/ VEHICLE UNDERBODY				Comments
22 PLUS Crankcase protector	☐		■	
23 PLUS Exhaust pipe	☐		■	
24 PLUS Brake and fuel systems	☐		■	
25 PLUS Drive shaft/ball joints	☐	☐	■	
26 PLUS Steering	☐	☐	■	
27 PLUS Rubber bushes	☐	☐	■	
28 PLUS Suspension	☐	☐	■	

(*) These components must also be checked during the visual damage inspection

Customer signature | SEAT Authorised Service signature and stamp

Remarks: 7000

Reham Mohamed

N.B.: The specific check points of the Active Reception PLUS can be carried out on vehicles that have more than 45,000 km on the clock or are more than 4 years old.
This report presents the results of a visual examination of the abovementioned points/components. It does not exclude the possibility that the vehicle could have faults/issues other than those found or indicated. The customer is aware of the faults and issues with the vehicle and decides to repair only those indicated in the Repair Order.

☐ Visually OK ■ Visually not OK/Damage to vehicle ☐ Advisable

First copy for the Customer / Second copy for the SEAT Authorised Service

During the SEAT ACTIVE RECEPTION, the Service Advisor uses this checklist to inspect your vehicle in your presence. The Service Advisor assesses the vehicle's condition while listening to your needs, in order to advise you on the jobs/repairs required (indicated in red) and those that are recommended in future (indicated in orange). The Service Advisor also performs an Electronic Diagnosis to provide you with reliable information on any incidents affecting the various systems of your SEAT vehicle.

Through the SEAT ACTIVE RECEPTION, we bring you the best possible assessment to ensure that your vehicle is always operating at optimal conditions in terms of use and safety. This way you can enjoy your vehicle as much as you did on the first day you took it home.

Because nobody knows better than SEAT what your vehicle needs.

/ CONTROLS, INSTRUMENT PANEL AND LIGHTS	
Instrument panel and lights ✓	/ Instrument Panel: Needles and warning lamps (AdBlue®, original windscreen washer, etc.) / Operation of the indicator lever and main beam and light switch / Correct illumination of the warning lamps for the indicators, side lights, low beam, main beam and fog light / Operation of the interior lights
Windscreen wipers (front/rear) and headlight washer system ✓	/ Operation of windscreen wiper, rear wiper and headlight washer system jets / Operation of the windscreen wiper lever and wiper blades
Door mirrors (left/right)	/ Electric door mirror: Operation of the switch and motor / Manual door mirror: Operation of the control
Parking brake	/ Operation of the lever
Visual status ✓	Condition of: / Floor mats / Interior door and roof trim / Seat upholstery / Door handles and pullers / Stick shift / Steering wheel
/ DIAGNOSIS	
Diagnosis	/ Incidents with the vehicle's electronic switchboards (engine, steering, brakes, anti-theft system, etc.)
/ WHEELS AND BRAKES	
Tyres some worn	/ Condition of the rubber and tread
Brakes ✓	/ Condition of discs and pads
Wheels ✓	/ Condition and attachment of hubcaps / Condition of wheel
/ BODYWORK, PAINT AND LIGHTS	
Bodywork and paint on roof and sides (left/right) Bump on driver door Cracked left rear	Overall condition of: / Mudguards, doors and pillars / Handles/opening levers / Emblems
Door mirrors (left/right) mirror	/ Condition of the housing and mirror glass
Headlights, tail lights, indicators and number plate light some marks left front headlight	Overall condition of: / Headlights and fog lights / Indicators / Tail lights
Bumpers (front/rear) ✓	Overall condition of: / Bumpers / Parking sensors / Front headlight washer system jet caps / Number plates
Bodywork and paint on bonnet and boot lid/tailgate	Overall condition of: / Boot lid/tailgate and mouldings / Opening lever / Roof and mouldings / Radiator grille / Emblems
Door pullers/Handles/Fuel cap	/ Operation
Boot ✓	Condition/Operation: / Hydraulic shock absorbers/boot lid/tailgate springs / Parcel shelf / Trims and upholstery / Lighting / Opening levers
/ WINDSCREEN WIPERS/WINDOWS	
Rear wiper ✓	/ Condition of blade
Windscreen wipers ✓	/ Condition of blades
Windscreen/windows ✓	/ Overall condition
/ ENGINE COMPARTMENT	
N.B.: during inspection of the engine compartment components, a visual check of the overall condition of sleeves, belts, shafts and wiring insulation should also be carried out	
Battery ✓	/ Condition and charge
Antifreeze ✓	/ Level
/ VEHICLE UNDERBODY	
Crankcase protector	/ Overall condition and fastenings
Exhaust pipe	/ Overall condition and fastenings
Brake and fuel systems	/ Overall condition of brake lines / Overall condition of fuel lines
Drive shaft/ball joints	/ Overall condition and bellows
Steering	/ Steering arm, ball joints (attachment) / Arm bellows
Rubber bushes	/ Overall condition (trapezium link or lower arm, sub-chassis, anti-roll bar)
Suspension	/ Ball joints (attachment)

ROLE PLAY
RECEPTION

SEAT

2.1.1. ROLE PLAY - RECEPTION
INSTRUCTIONS FOR THE PARTICIPANT

Scenario 4 description

Next, you will perform an exercise in which you will have to assume your role as a Service Advisor. You can use your real name for completing the exercise. All the necessary information to be able to carry out the exercise is available to you: customer file, vehicle information, dialogue reception sheet and current campaigns.

Background

You have been working as a Service Advisor at SEAT East Cairo, S.A. for the last two years. You are happy with your job because you have always liked dealing with customers and the company you work for is giving you good professional development opportunities.

The SEAT East Cairo workshop is located on the outskirts of the city. Most of its customers are very loyal to the brand and the workshop, as the dealership and the after-sales service have been in the area for more than ten years.

There are two service advisors, a workshop manager and an after-sales manager, plus the mechanics and specialists. Your main tasks involve carrying out thedialogue reception of vehicles, delivery and giving any advice that customers may need.
Occasionally you order spare parts and organise the workshop steps, but always under the supervision of the workshop manager.

Scenario

You’ve just started your day, it’s 8.30 a.m., you’ve checked your schedule and you know that at 9.00 a.m. you’re meeting a customer who is coming for the 60,000 km service.

Your colleague usually takes care of this customer but today he is on sick leave, so he has asked you to meet the customer.

Customer File

Surname: Taha

Car model and year: SEAT Tarraco 1.4 TSI 150 hp (2021)

Last visit to the workshop: February 2023

Last recorded mileage (km): 49,850 km

Repair history: Oil change, spark plugs, wiper blades and front brake pads.

Objectives

- Find out as much as you can about the customer to establish a relationship of trust.
- Carry out the reception process according to the vehicle and customer.
- Offer appropriate commercial campaigns, financial services, spare parts and accessories.

2.1.1. ROLE PLAY - RECEPTION
INSTRUCTIONS FOR THE PARTICIPANT

Scenario 4 - Vehicle for a DR

Windscreen in good condition.

Left front headlight with some marks due to rubbing.

Bump and dent on driver's door. Cracked left rear view mirror.

Tyres somewhat worn.

2.1.1. ROLE PLAY - RECEPTION
CURRENT CAMPAIGNS

Tyre campaign*

Dear collaborators,

With the aim of optimizing the profitability of our purchases and with the aim of continuing promoting this important business line for everyone. from Operations Post-sales we are pleased to inform you of the "Tires Campaign" This campaign gives you an additional discount on the purchase of 40 high-reference references rotation that you can consult in the attached file including the main measurements and marks.

The additional discount will be applied from the first unit directly on the invoice:

Continental : Discount 10%

Pirelli: Discount 10%

Tyre Campaign					
SIZE	BRAND	Drawing	RRP	Net campaign	Discount
235/50 R19 99V	Continental	Conti Sport Contact 5	8,400	7,550	-10.0%
235/50 R19 99V	Pirelli	Scorpion Verde	9,800	8,800	-10.0%

2.1.1. ROLE PLAY - RECEPTION
CURRENT CAMPAIGNS

Sell In - Sell Out* Campaign

POSVENTA – SEAT
CIRCULAR PRODUCTO
/Campañas comerciales
Sell in – Sell out

A la atención de:
Gerente
Jefe de Ventas
Jefe de Posventa
Jefe de Recambios

SEAT

Dear collaborators,
We are pleased to inform you of interesting mug discounts, applied to different accessories campaigns. They are detailed below:

- full Link system: makes daily life easier by integrating a wide variety of applications compatible. Connect the smartphone to the SEAT infotainment system and easily and safely access the different Apps.
- Parking assistance devices, which help to report obstacles and are very useful for blind spots, as well as the distance available to maneuver. emergency light that replaces the triangles, providing greater
- Easily Bicycle carrier: adaptable to the vehicle.
- Electric towbar: Electrical system, which facilitates maneuvering when hide the hook (efficient ergonomic U mug system).

PRODUCT FAMILY	PROMO DISCOUNT	RRP	net price
PARKING SENSORS	-15.0%	7,000	5,950
BIKE RACK	-15.0%	3,700	3,150
ELECTRIC TOW BAR	-15.0%	3,950	3,350
FULL LINK	-15.0%	4,850	4,150

Written Exercise

SEAT

3. Written Exercise
INTRODUCTION

Written excercise – Service Consultant

Please read the following complaint of your existing customer, Mr. Smith. Think about the different opportunities there are to react and write an appropriate response to regain Mr. Smith as a loyal customer. Use your communication skills, to meet the customers' expectations.

Dear Mr. Miller,

I would like to complain regarding a telephone conversation I had with one of your colleagues some hours ago.
I bought an Ibiza at your dealership last year and I was very satisfied with the customer oriented service at the time. Unfortunately, my Golf started to make strange sounds two days ago. I was indeed upset because I consider my car still new and problems such as that should not appear within the first year. Therefore, I tried to get an appointment in the workshop to check the reason of that noise but your service assistant told me, the next opportunity would be only in two weeks. That is unbelievable and unacceptable for me because I need my car every day to get to the office.
I would like you to find an appointment for check-up within the next two days.
I am looking forward to hearing from you as soon as possible. If this should not happen, I will change the dealership. You can contact me at the address and phone number below.

Sincerely,
Bill Smith

Time

- Total: 30 minutes
- Preparation time: 15 minutes
- Presentation time: 10 minutes
- Question time: 5 minutes

3. Written Exercise
Solution

Dear Mr. Smith,

Thanks for your mail, I do really appriciate contacting with our dealership.

Accutly regret your dissapointment with the disscribed issue on sound for your Volks Wagen Golf.

We apologize for the late appointment, will call you to confirm a new one. It will be tomorrow if it suitable for you.

When you arrive to service center, we will check the car and test it and solve the issue as soon as possible to make it safe for use.

We will inform you the state of the car as we appriciate your love, interest in and continous use of it as a loyal customer of the brand.

Sincerely,

Miller

SEAT

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