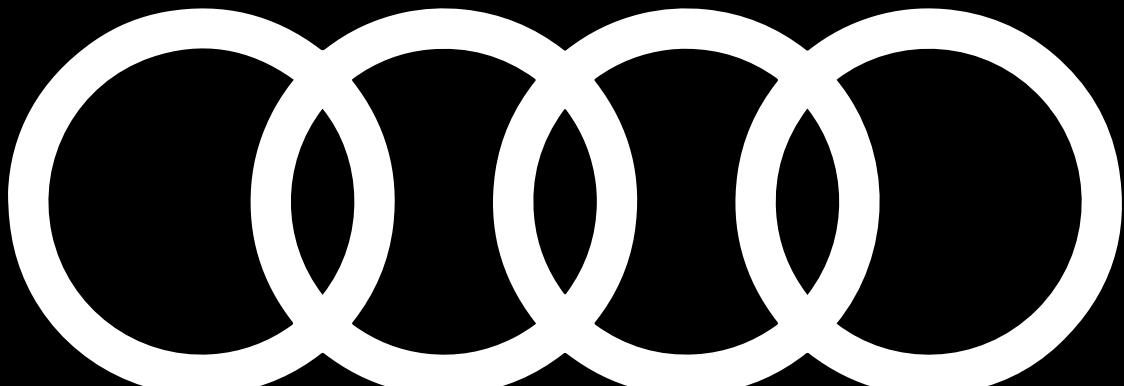




Audi Approved Used

Group Coaching Programme





Group coaching sessions provide support to participants with bite-size remote sessions on a variety of topics. These interactive sessions help ensure participants can overcome potential barriers to success. Delegates can join appropriate identified sessions ensuring they can deliver a premium level of service to their customers based on their learning.

Through the AUDI Booking Portal, managers or individuals can book on to sessions appropriate to their needs. Sessions are run on different dates and times to meet the flexible needs of the Network. The Portal also provides a Toolbox giving access to tools to help support the development of the individual delegate or teams.

Sessions run for a maximum time of one hour making them bite-sized, efficient and a cost-effective approach to the individual's development.

To view the booking portal [click here](#).

In the first quarter of 2026 we will be providing sessions on:

Making Calls Count – [Click here to book now](#)

How to effectively use the telephone for both inbound and outbound used car enquiry calls as part of the customer contact strategy and includes methods to assist in booking an appointment. Aimed at new starters and those needing a refresher.



Creating Professional Videos – [Click here to book now](#)

Includes best practice for creating an Introduction Video, 5 Point Walk Around or a Follow-Up video in relation to a used car enquiry and how they can impact the customer's journey.

Buying Styles

The importance of recognising different customer buying styles and understand how this may influence how you interact with the used car customer.

Call Quality - [Click here to book now](#)

This session is structured around the used car SCAN quality criteria. Promotes the value of phone call and email interactions with our used car customers to ensure we are promoting the Approved Used programme, collecting the correct information, offering an appointment and test drive as well as delivering compliant, engaging interactions.



For **new starters** to the business we also provide, in addition to completing the above:

Introduction to Audi Used Cars

Aimed at a new starter to ensure they have the necessary tools and understanding of the expectations of an Audi Used Car Sales Executive during their first 2-4 weeks in the role. It is designed to support their onboarding in the Centre before they start their NLC journey and includes an introduction to the 2026 Used Car strategy, and a plan to include meeting key Centre and Group personnel, accessing systems, and an introduction to the role.

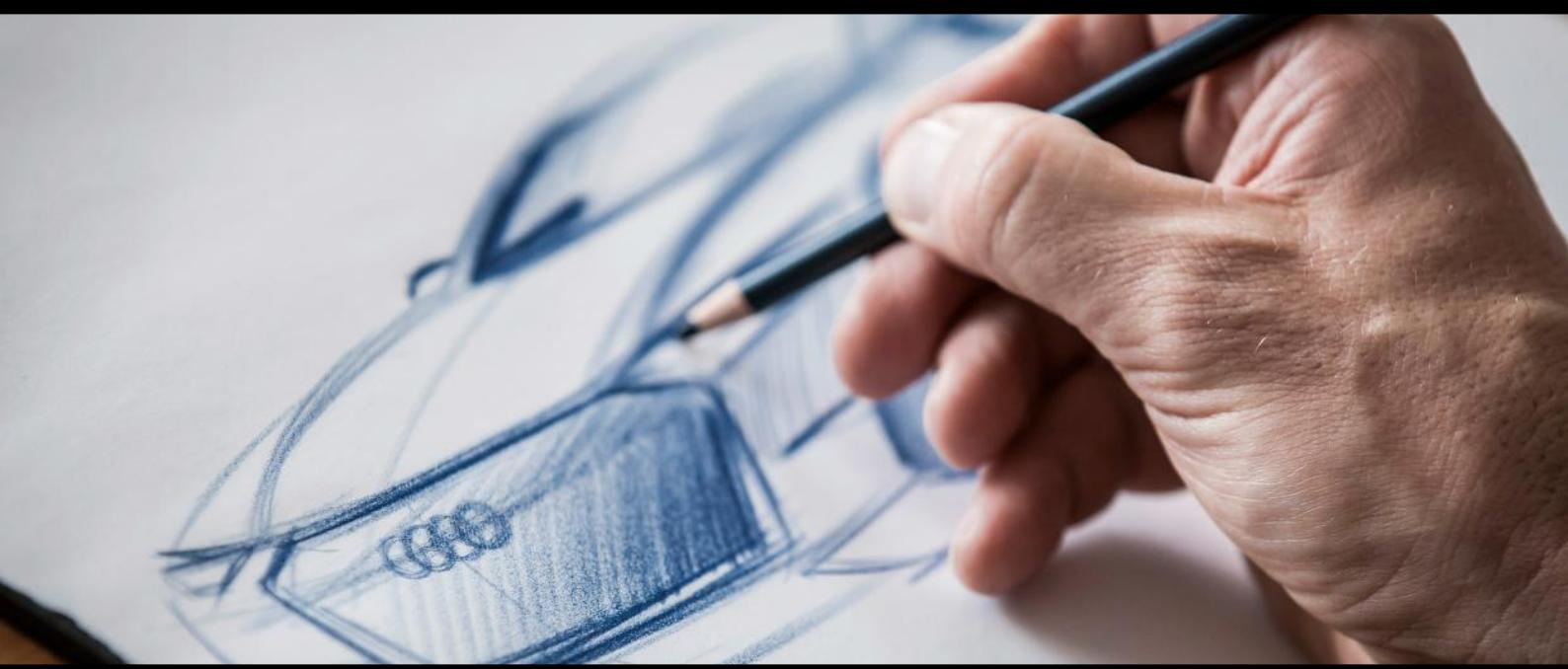


Used Programme & Objection Handling – [Click here to book now](#)

In this session we will look at the Audi Approved Used Programme and how we can handle customer objections effectively e.g. removal of AU+.



For **Retail/Showroom/Transaction Managers** who are new to a team supervisory role we also provide, in addition to completing the above:



Managing Daily Performance

Aimed at Retail/Showroom/Transaction Managers who are new to a team supervisory role (usually still on LEAP as a business manager) and have some responsibility for driving daily performance and activity in the centre. The session will look at prioritising, managing, and controlling the activity of the sales executives with useful tools and techniques. A practical session supported with coaching in centre by the UCAM.

To support other roles in the business we will be looking to provide:

VMS Best Practice

Process best practice and a greater understanding of impact of delay in dialoguing used car sales e.g. CXM surveys.

Imagery Best Practice

Process best practice for uploading images of used cars for sale by the Centre.



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