PARSLEY
MANAGEMENT PVT. LTD.

ADMISSIONS OPEN

Dealership Training Program

14 days to a dealership career in sales, service or customer relations. One week in class with dealership trainers, one week on the job at an authorised dealership.

By Parsley Management Private Limited, Hazratganj, Lucknow, with authorised partner dealerships

14 days
1 week class + 1 week OJT

4–5 PM
Classroom, Mon–Sat, Hazratganj

Dealership
On-the-job week in Lucknow

4 tracks
Sales, service, technician, CRE

Joint certificate
Parsley + the dealership

₹9,999
Placement opportunity*

*At the dealership where you train, subject to performance and vacancies.

Call / WhatsApp +91 95544 67777

CHOOSE YOUR CAREER TRACK

Four dealership careers, one programme

Sales Consultant

MBA and graduates

Meet walk-in customers, show and test-drive cars, and close bookings with finance, insurance and exchange.

Service / Bodyshop Advisor

B.Tech Mechanical and diploma holders

Receive cars, open job cards, prepare estimates and keep customers informed until delivery.

Technician

ITI and diploma holders

Periodic maintenance, diagnosis and repairs in the workshop, to brand standards.

Customer Relations Executive

Graduates (women especially encouraged)

Reminders, follow-up calls, feedback and complaint handling after sales and service.

How the 14 days work

1

Enrol

Choose your track by qualification.

2

Week 1: classroom

Mon–Sat, 4–5 PM, Hazratganj, with dealership trainers.

3

Week 2: on the job

At an authorised dealership in Lucknow: sales, service and customer care.

4

Assessment

Supervisor feedback and a placement interview.

5

Certificate

Joint certificate and a placement opportunity.

Week 1: classroom modules (1 hour a day)

Day 1 · All tracks: how a dealership works

- Sales, service, workshop, bodyshop, parts, insurance, finance, customer relations
- Brand standards; the customer journey; career paths
- Grooming, discipline and showroom etiquette

Day 2 · All tracks: customers and communication

- Greeting, listening, understanding needs
- Phone and WhatsApp etiquette; complaints
- Customer satisfaction scores (CSI, NPS)

Days 3–5 · Sales Consultant

- Product knowledge and competitor comparison
- Walk-in to delivery: need analysis, walk-around, test drive
- Negotiation, booking; finance, insurance, exchange
- Follow-ups, dealer software (DMS), targets, reports

Days 3–5 · Service / Bodyshop Advisor

- Appointment, reception, job card, estimate, delivery
- Walk-around inspection with the customer
- Estimates; warranty, extended warranty, service plans
- Bodyshop insurance claims: survey, estimate, approval

Days 3–5 · Technician

- Workshop safety and 5S
- Periodic maintenance schedules
- Tools and diagnostic scanner basics; repairs and PDI
- Job cards, labour times, quality checks

Days 3–5 · Customer Relations Executive

- Customer records and CRM software
- Service reminders and appointment calling
- Post-sales and post-service follow-ups; feedback
- Complaint handling, escalation, daily reports

Day 6 · All tracks: getting job-ready · Resume and interview preparation · mock interviews with dealership trainers · briefing for the on-the-job week and the dealership's code of conduct

WEEK 2: ON-THE-JOB TRAINING

A week inside an authorised dealership

At an authorised dealership in Lucknow, of brands such as Maruti Suzuki, Hyundai, Tata, Mahindra, Toyota, Kia, Honda and MG, under a dealership supervisor. Every trainee rotates through the **Sales**, **Service** and **Customer Care** departments, and spends most of the week in their own track's department.

PROGRAMME DETAILS

Duration	14 days
Week 1	Classroom, Mon–Sat, 4–5 PM
Classroom	Parsley Management office, Hazratganj, Lucknow
Trainers	Authorised trainers from partner dealerships
Week 2	On-the-job training at an authorised dealership, Lucknow
Certificate	Joint, from Parsley Management and the dealership

Programme fee
₹9,999
Paid in full. The fee is not refundable.

AFTER 14 DAYS

- ✓ Joint certificate from Parsley Management and the dealership, for any future dealership job
- ✓ Opportunity to be placed at the dealership where you did your on-the-job training

JOINT CERTIFICATE

Dealership Training Program

Parsley Management and the partner dealership

Placement terms: placement is an opportunity, not a guarantee. It depends on your performance during on-the-job training and on vacancies at the dealership; the dealership decides the role, salary and joining date.

Your dealership career starts in 14 days

Enrol online, on WhatsApp, or at our office. Recruiting for Lucknow's dealerships since 2012.

www.parsleymanagement.com/training/dealership-training/

+91 95544 67777
Call or WhatsApp, Monday to Saturday, 10 AM – 6 PM

parsleymanagement@gmail.com

Parsley Management Private Limited · CIN U74120UP2012PTC050585
9A, Lower Basement, New Janpath Complex, Ashok Marg, Hazratganj, Lucknow 226001