



At ADS Excellence Centre, we empower frontline teams, Service Managers, and Business Heads with the skills and knowledge to excel in their roles and drive transformative change within their organizations.





Our mission is simple and impactful:

**To empower automotive dealership personnel with cutting-edge training in Customer Service, Leadership, and Business Management, fostering a culture of excellence and driving unparalleled success in the automotive industry.**



# Our 3 Major Goals



CREATE BLUE-COLLAR  
WORKFORCE FOR  
INDUSTRY



ENHANCE FRONT  
LINE EXPERTISE



CREATE PIPELINE  
OF LEADERSHIP



## Technical Training

Detailed Training Program for Freshers



### → **Technical Training – 3 Months**

"Our Technical Training program offers a comprehensive 3-month course for ITI and DME freshers. Participants undergo rigorous theory and practical sessions, followed by on-the-job training at dealerships. We equip them with the skills and knowledge needed for successful careers in the automotive industry."

### → **Executive Training – 45 Days**

Our comprehensive 30-day training program offers graduate engineers and DMEs specialized Technical, Soft Skill, and Process Training. Participants engage in theory and practical classes, followed by on-the-job training at dealerships, preparing them with the skills and knowledge needed for successful careers in the automotive industry.

### → **Behavioural Training : 2 Days**





# Soft Skill Training

Front Line Team (Service Advisor,  
Supervisor, CRM) - 12-15 Hours



## Effective Communication Skills::

- Strong Communication Skill
- Active Listening
- Problem Solving Skill
- Empathy

## Customer Service Excellence:

- Understanding customer needs and expectations
- Handling difficult customers and resolving complaints
- Creating memorable customer experiences

**Soft Skill Development  
– Front Line Team**

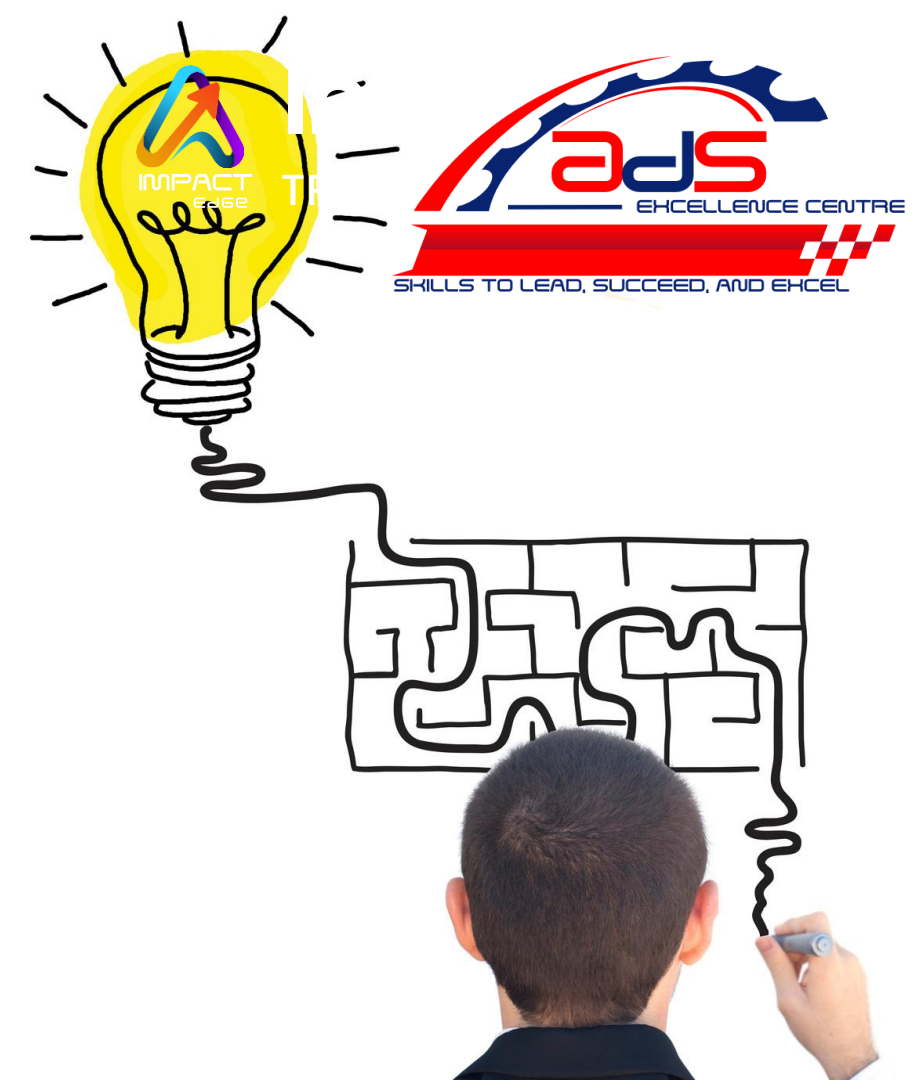
12-15 Hours

## Process Adherence and Efficiency:

- Understanding dealership processes and procedures
- Time management and prioritization
- Workflow optimization and efficiency techniques

## Problem-Solving and Decision Making:

- Identifying and analyzing problems
- Generating creative solutions
- Making informed decisions under pressure



**Soft Skill Development  
- Front Line Team**

12-15 Hours



## Teamwork and Collaboration:

- Building effective teams
- Collaboration skills
- Conflict resolution and negotiation

## Sales and Upselling Techniques:

- Product knowledge and demonstration
- Effective sales techniques
- Upselling strategies and opportunities



### **Soft Skill Development – Front Line Team**

12-15 Hours



## Adaptability and Resilience:

- Managing change effectively
- Resilience in the face of challenges
- Flexibility and adaptability in dynamic environments

## Leadership Skills

- Team leadership and motivation
- Delegation and empowerment
- Performance management and coaching



### **Soft Skill Development – Front Line Team**

12-15 Hours



# Operation Excellence

Manager and Above - 12-14 Hours





## Operational Excellence

Manager & Above  
12-14 Hours



### **Business Management:**

- Financial management and budgeting skills
- Strategic planning and goal setting
- Performance measurement and KPI tracking
- Business process optimization and efficiency improvement

### **Customer Relationship Management:**

- Understanding customer needs and expectations
- Relationship-building and customer retention strategies
- Providing exceptional customer service experiences

## Operational Excellence

Manager & Above  
12-14 Hours



### Communication Skills:

- Effective communication strategies
- Active listening and empathy
- Assertiveness and persuasion techniques
- Building rapport with customers and team members

### Time Management and Prioritization:

- Effective time management techniques
- Setting priorities and managing workload
- Delegating tasks and responsibilities



## Operational Excellence

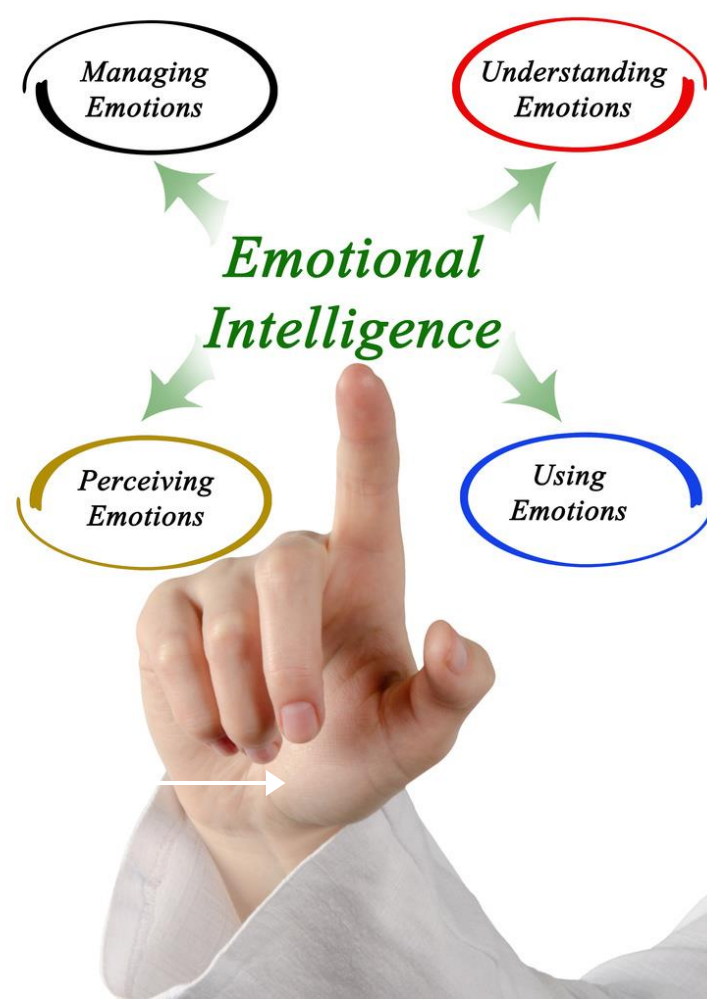
Manager & Above  
12-14 Hours

### Problem Solving and Decision Making:

- Analytical thinking and problem-solving methodologies
- Decision-making frameworks and strategies
- Learning from failures and fostering a culture of experimentation

### Emotional Intelligence:

- Self-awareness and self-regulation
- Social awareness and empathy
- Relationship management skills
- Managing stress and handling pressure situations



## Operational Excellence

Manager & Above  
12-14 Hours

### Leadership Development:

- Effective leadership styles and strategies
- Team building and motivation techniques
- Conflict resolution and negotiation skills
- Effective Feedback Techniques

### Change Management:

- Adapting to change and uncertainty
- Leading change initiatives effectively
- Overcoming resistance to change
- Creating a culture of innovation and continuous improvement





# Leadership Development



## Strategic Business Planning:

- Long-term goal setting
- Market analysis and forecasting
- Action plan development
- Process streamlining to get maximum efficiency

## Strategic Leadership:

- Strategic decision-making for dealership growth.
- Aligning business goals with market opportunities.
- Developing long-term business strategies for sustainable success.

## Leadership Development

For Sales and Service Heads, CEO,  
Business Owners  
2 Days





## **Leadership Development**

For Sales and Service Heads, CEO  
2 Days

## **Situational Leadership:**

- Adapting leadership styles to different situations.
- Empowering teams to take initiative and make decisions.
- Leading through uncertainty and ambiguity effectively.

## **People Management:**

- Developing strong interpersonal skills for effective leadership.
- Managing diverse teams and personalities.
- Handling employee attrition and fostering retention strategies.





## Leadership Development

For Sales and Service Heads, CEO  
2 Days

### Motivating and Coaching:

- Inspiring and motivating teams for peak performance.
- Coaching techniques for individual and team development.
- Providing constructive feedback to improve performance.

### Change Management:

- Understanding the dynamics of change in the automotive industry.
- Leading teams through organizational transitions.
- Adapting to market changes and emerging trends.





## **Add on Services**

**Sales Training for sales professional**

**Dealership Sales & Service Process Training**

**Tele Caller Team Training**

**Personality + EQ Assessment for Below managers**

**“DISC” assessment for Manager and above profile**

**Motivational Session (Customized)**



**We may not hire “Experts”, but we can create experts with proper training and development plans.**

**Rely on us because we have worked closely with People and customers & know their challenges well.**





# Thank you!



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