



Retail Concept Training in Simferopol, Crimea

TOYOTA_UKRAINE together with TGM ABEL & BERGER INTERNATIONAL UKRAINE continue to provide Retail Concept Trainings, this time at the Toyota Center Simferopol "Delta Motors" in the Crimea.

On the 07 - 09th of February, 2007 "Toyota-Ukraine", an official Distributor of Toyota together with its official training partner "TGM Abel & Berger International Ukraine", held the training seminar for the personnel of "Toyota Center Simferopol "Delta Motors", the main Toyota dealer in the Crimea region of Ukraine. The training offers a new concept for vehicles sales and service, called Toyota Retail Concept. It was conducted by Alexey Donchenko, Trainer-Consultant of TGM Abel & Berger International Ukraine.

All the Dealer personnel, including senior management, sales, service and financial department participated in the training. It should be noted that implementing a new concept in the Lviv region allows to provide sales aftersales services in a more professional way to a greater number of existing and potential Toyota owners.

During the training Management and the staff of the company showed a clear understanding of the goals and tasks on Retail Concept implementation, and professional knowledge and skills in customer care.

Retail Concept implementation is a key factor for Toyota Dealership operating successfully throughout Europe. Ukraine is one of the European countries where this concept will be implemented. The main sense of the Concept is to create a unique environment for the customers who chooses or are about to choose the Toyota Brand, and to present them the most professional experience in buying and owning a Toyota motor car.



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