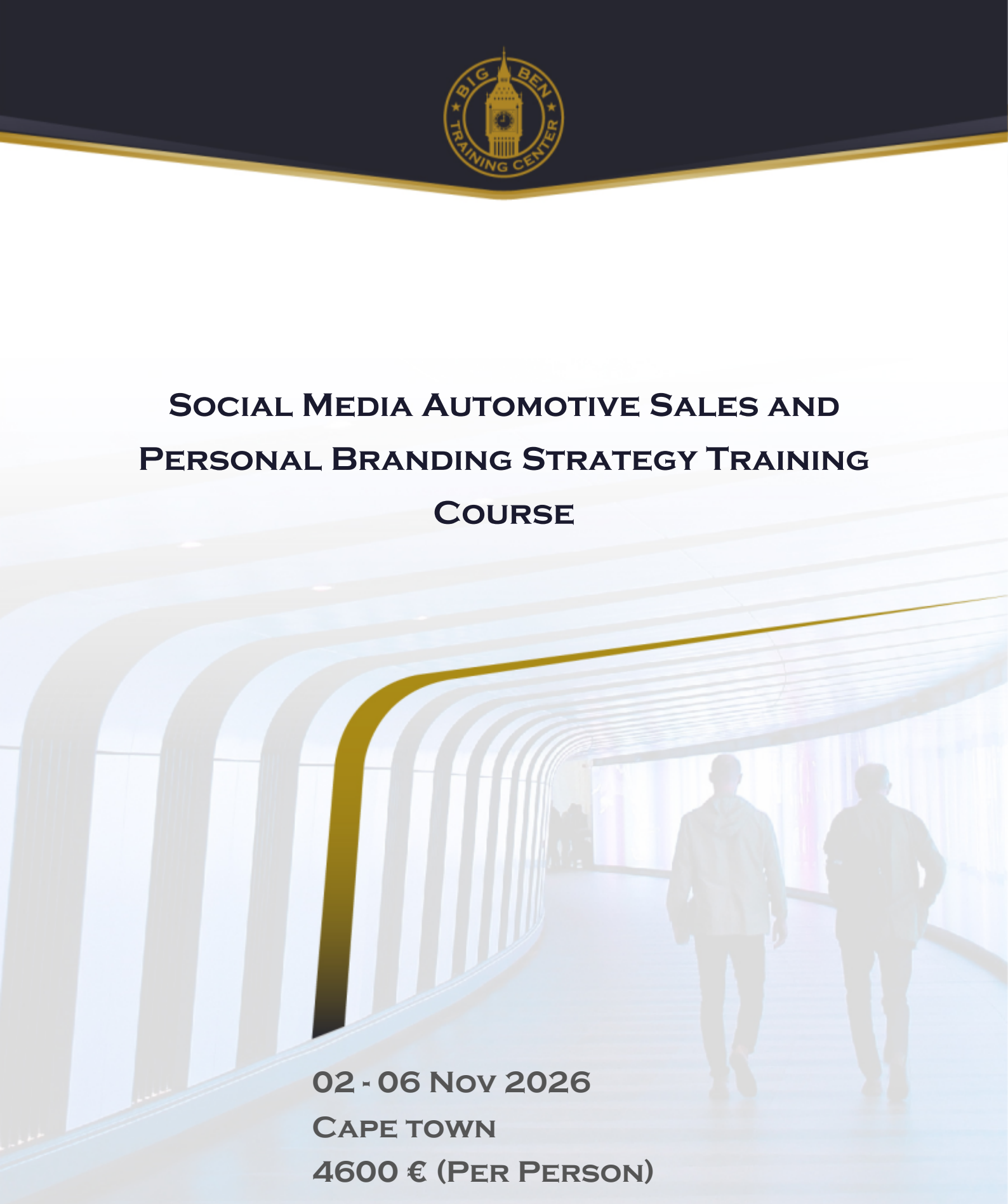
Social Media Automotive Sales and Personal Branding Strategy Training Course



02 - 06 Nov 2026

Cape town

4600 € (Per Person)

Ref: #SAL2609_296614

Course Introduction / Overview:

The digital landscape has fundamentally transformed how modern automotive customers browse, evaluate, and purchase luxury vehicles. Social Media Automotive Sales and Personal Branding Strategy Training Course at BIG BEN Training Center provides sales executives with comprehensive skills to leverage social media, align with brand strategy, and turn online engagement into showroom appointments. Drawing upon core principles from Social Media Strategy by Philip Kotler and Nisa Bayindir, this program equips automotive sales professionals with actionable techniques for high-impact visual storytelling. Participants learn to produce dynamic video content, master luxury showcase formats and maintain Lexus brand guidelines while building an authentic digital persona. Grounded in proven sales framework models, the course bridges online consumer interactions and physical dealership visits, boosting brand equity and conversion rates. Through real-world automotive scenarios, BIG BEN Training Center ensures every sales executive master social media engagement, compliant messaging, customer relationship nurturing, and personal branding tailored to premium luxury automobile standards.

Target Audience / This Training Course is Suitable for:

- Automotive Sales Executives.
- Dealership Brand Specialists.
- Luxury Vehicle Sales Consultants.
- Dealership Sales Managers.
- Client Relationship Executives.

Target Sectors and Industries:

- Automotive Dealership Network Sector.
- Luxury Goods and Premium Automotive Retail Sector.
- Commercial Transport and Dealership Franchise Industry.
- Government Vehicle Procurement and Fleet Administration Agencies.
- Target Institutional Departments:
- Automotive Sales and Business Development Department.
- Dealer Marketing and Corporate Communications Department.
- Customer Relationship Management Department.
- Digital Operations and Client Engagement Department.

Course Offerings:

By the end of this course, the participants will have able to:

- Produce high-converting short-form vehicle walkaround videos and Reels.
- Build an authentic professional personal brand while honoring Lexus brand standards.
- Collaborate effectively with dealership marketing teams prior to publishing sales content.
- Engage prospective luxury auto buyers professionally across social media channels.
- Transition online digital interactions seamlessly into physical showroom visits.
- Implement strategic content formats to showcase premium vehicle features and special offers.
- Training Methodology:
- Social Media Automotive Sales and Personal Branding Strategy Training Course utilizes a highly interactive, practical learning methodology designed for luxury automotive sales professionals. Participants engage in hands-on content creation workshops, role-playing exercises, real-world case analysis, and collaborative team exercises. The training environment at BIG BEN Training Center provides step-by-step guidance on filming engaging vehicle walkarounds, scripting concise feature presentations, and practicing client outreach scenarios. Interactive group discussions and constructive peer feedback ensure participants learn how to align individual personal branding with corporate marketing guidelines. Case studies from the luxury automotive sector offer practical insights into modern consumer behaviors and digital touchpoints. Additionally, sales simulations focus on converting social media direct messages, comments, and leads into booked showroom appointments. Through continuous instructor evaluation and structured practical exercises, participants gain real-world confidence, technical proficiency, and strategic clarity to execute high-impact social media sales strategies successfully.
- Training Content Map (Course Topics):

Unit One: Strategic Social Media Essentials for Automotive Sales Executives

- Digital landscape and modern luxury automotive buyer journey.
- Role of sales executives in amplifying marketing content.
- Understanding audience behavior and engagement on visual social platforms.
- Navigating Lexus brand standards and visual guidelines on personal channels.
- Establishing effective workflow and review processes with internal marketing teams.
- Aligning social media presence with dealership sales goals.
- Key performance metrics for measuring personal sales social media reach.

Unit Two: Content Creation Mastery for Vehicle Showcasing and Features

- Principles of creating engaging short-form video content and Reels.
- Techniques for filming professional vehicle walkaround videos.
- Highlighting luxury features, technology, and design elements effectively.
- Showcasing exclusive offers, seasonal promotions, and vehicle arrivals.
- Scripting and delivering clear, impactful, and authentic video presentations.
- Utilizing lighting, audio, and mobile equipment for professional quality.
- Structuring content calendars to maintain consistent posting schedules.

Unit Three: Personal Branding and Alignment with Luxury Brand Image

- Defining a personal sales brand identity within corporate boundaries.
- Maintaining brand prestige and luxury messaging in all communications.
- Consulting marketing teams before publishing specialized content.
- Building credibility, trust, and professional reputation online.
- Optimizing social media profile aesthetics, bio, and contact points.
- Managing public perception and adhering to dealership social media policies.
- Showcasing customer deliveries and testimonials while protecting client privacy.

Unit Four: Professional Customer Engagement and Relationship Building

- Best practices for responding to comments and direct messages professionally.
- Handling vehicle inquiries and feature questions on social platforms.
- Tone of voice and etiquette for luxury automotive customer engagement.
- Building rapport and long-term relationships with prospective vehicle buyers.
- Managing negative comments or complex customer queries constructively.
- Personalized messaging strategies for high-net-worth individual prospects.
- Tracking and organizing lead interactions originating from social media channels.

Unit Five: Transitioning Digital Interactions into Showroom Visits

- Strategies for moving online conversations into dealership appointments.
- Crafting compelling calls-to-action for test drives and showroom tours.
- Overcoming prospect hesitation and scheduling vehicle consultations.
- Designing pre-visit personalized video greetings for prospective clients.
- Preparing the showroom experience to match online personal branding promises.
- Following up after showroom visits using social messaging channels.
- Measuring conversion rates from social media contact to final vehicle sale.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can luxury automotive sales executives balance personal creative expression on social media while strictly preserving corporate brand prestige?

What unique qualities does this course offer compared to other courses?

Social Media Automotive Sales and Personal Branding Strategy Training Course at BIG BEN Training Center offers an unprecedented integration of personal sales empowerment and strict brand compliance tailored specifically for luxury automotive environments. Unlike generic social media marketing programs that focus solely on corporate broad-reach campaigns, this course zeroes in on the frontline sales executive as a key brand ambassador. Participants master practical content creation formats, such as vertical vehicle walkarounds, short-form Reels, and feature showcases, while gaining clear operational frameworks for marketing team collaboration. The academic rigor of the curriculum incorporates real-world buyer engagement models, ensuring sales professionals do not merely gain social online followers, but actively convert online interest into verified showroom visits and closed vehicle sales. By addressing the precise balance between maintaining Lexus brand standards and showcasing personal professional authenticity, BIG BEN Training Center delivers an actionable, specialized training experience that yields measurable improvements in lead quality, customer trust, and dealership conversion rates.