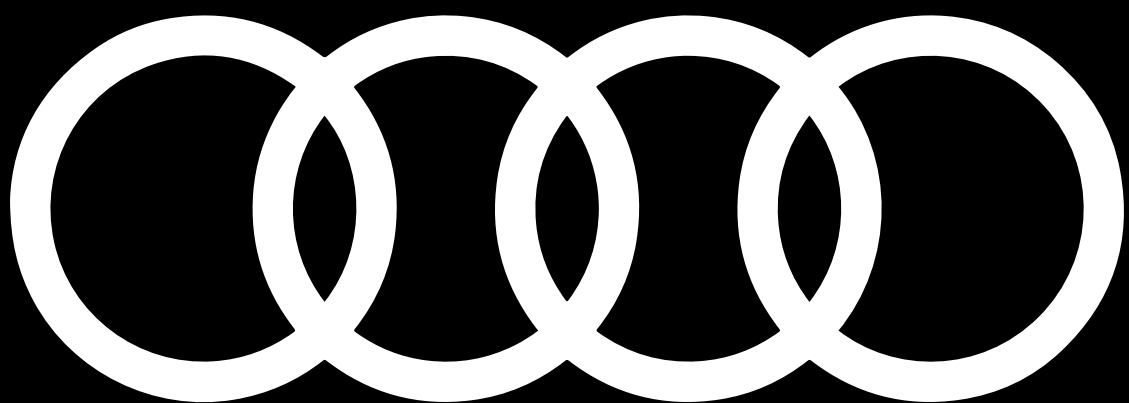




Audi
Approved Used
Group Coaching Programme





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.

A6 e-tron – Click here to book now

In this session we will look at the A6 e-tron as an Approved Used proposition to our customers. We will look at some of its features and how to position the A6 e-tron to customers who may not have considered moving to electric.



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.

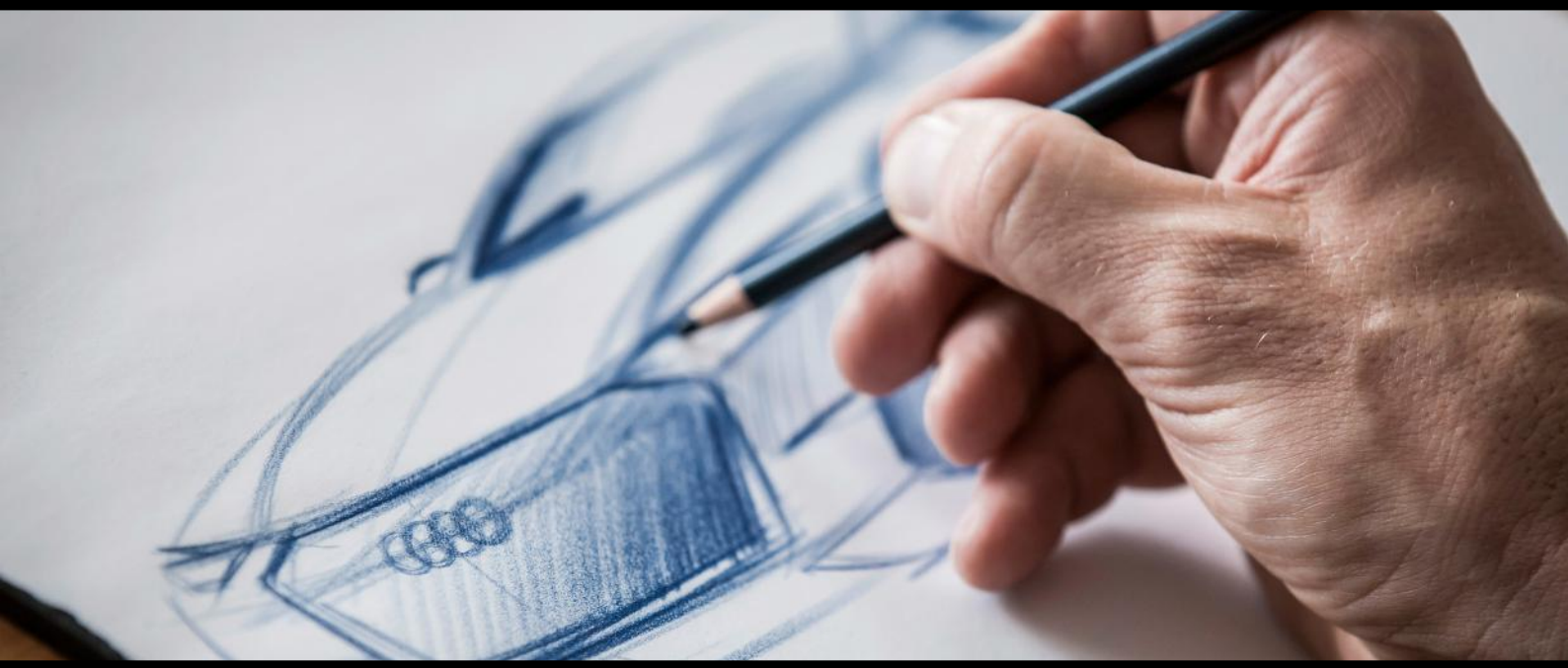


Introduction to the Approved Used Programme – [Click here to book now](#)

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.



Meet the Team



Kate Heal – Audi Programme Manager

Kate has many years experience in sales management and people development across several industries including automotive, financial services, retail and brewing. For the last 10 years Kate has developed and delivered programmes in retail and business to enhance sales performance and improve quality for VW Commercial Vehicles, Audi UK and BMW UK.

Outside of work Kate enjoys woodland walks with the family Labrador, travelling the world or curling up with a good book.

Email: kate.heal@audi.co.uk

Ian Johnson - Audi Used Car Area Manager

Ian is an experienced automotive retail leader with over 30 years in the industry, previously operating as a Head of Business.

He has a strong track record of driving both volume and profitability whilst improving customer satisfaction by leading highly developed teams within premium brands. Outside of work, Ian enjoys playing golf, following football and spending quality time with his family.

Email: ian.johnson@audi.co.uk



Brett Mitchell– Audi Used Car Area Manager

An experienced automotive leader who has spent many years managing high performing teams within BMW, Brett has a solid foundation in sales operations, people development, and customer experience. He is passionate about helping teams grow and supporting network colleagues to achieve more than they thought possible. Out of work Brett likes to spend time with his wife and children, Spencer, 5, and Sidney, 2 whether it is taking Spencer to football, watching Sidney at ballet, or heading out together for family adventures.

Email: brett.mitchell@audi.co.uk



David Whiting-Whipps - Audi Used Car Area Manager

A background within the retail centre, David has been in and around the automotive industry for the past twelve years. Starting as a VW Trainee Brand Manager before moving on to Head of Business roles, mainly with BMW, and a strong background in people development, coaching and leadership. David spends his free time with family and friends, he is a keen tennis player and has recently taken up padel at his local club in Chester.

Email: david.whiting-whipps@audi.co.uk



Stuart Stevens – Audi Used Car Area Manager

Stuart has extensive experience in the automotive sector, having spent the past eight years as a Finance Development Manager with an OEM finance house, delivering strategic financial solutions and supporting business growth. Prior to this, he held Sales Manager roles, where he built a strong foundation in customer engagement, team leadership, and commercial performance. Outside of work, Stuart is a passionate lawn bowls player and has proudly represented Scotland at a competitive level.

Email: stuart.stevens@audi.co.uk



Des Sammon – Audi Used Car Area Manager

Des joins with many years of automotive experience in sales, management, centre management and group support roles. Most recently with a large dealer group, Des was responsible for the used car re-marketing operation, developing a programme to enhance performance and maximise the return on sales for a centre network of 150+ sites. Outside of work, Des has long since traded in his rugby boots for walking shoes and enjoys travelling and all things outdoors.

Email: des.sammon@audi.co.uk



Jason Smith – Audi Used Car Coaching Manager

Jason has worked in the Automotive industry for over 7 years, both creating and delivering training content for various brands such as BMW, Renault, Nissan and the VW Group.. This includes developing group coaching and webinar material, designed to assist the delivery of performance improvement programmes. Prior to this he spent several years working with Public Health & the Amy Winehouse Foundation. Outside of work, Jason is a keen Beekeeper

Email: jason.smith@audi.co.uk



Testimonials



"Everything was explained very clearly especially on topics I wasn't so aware of. It was good understanding that if you slightly change the wording of your question or statement it can lead to a different outcome."

"Really clear and concise. Some really good tips and different ways to think about structuring our calls. Thanks."

"I always leave the session with a very precise message about how to improve my customer interactions."

"Great training session again; good, valuable information that I will use everyday."



“The session was well presented and we got good material to take away, thank you for an informative and interactive session.”

“The session was so good that I’ll be adding the rest of my team to complete it ASAP.”

“Everything was very well explained, the session wasn’t clustered and the information was easy to follow. Straight to the point, fast and effective. Thank you Jason”



“Very insightful, plenty of positive questions to take away to customers.”

“Nice usage of time, no waffle and dealt with the important things we need to know.”

“It was my second time I’ve been on training with Jason and its absolutely brilliant, he’s great at keeping people engaged.”





Audi
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