

Course Curriculum

Professional F&I Management

- Characteristics of Today's Consumer
- Changing Customer Perceptions
- Changing Your Perception
- Responsibilities of an F&I Professional
- Role-Play Exercise 1

Customer Focused Selling

- Principles of Communication
- Making the Intangible...Tangible!
- The F&I Test Drive

A Customer Focused Presentation

- A Customer Focused F&I Presentation
- Making the Factory Warranty...Tangible!
- Maximizing Your Menu's Effectiveness
- Reviewing the Customer's Options
- Creating Customer Interest
- Keys to Using the Financial Services Overview
- Role-Play Exercise 2
- My Needs Discovery Questions

Customer Repayment Options

- Bank / Credit Union Conversions
 - Establishing Customer Needs for Dealership Financing
 - Benefits of Dealership Financing
- Cash Conversions
 - Establishing Customer Needs for Dealership Financing
 - Benefits of Dealership Financing
- A Customer-Focused Cash Conversion
- Responding to Customer Concerns
- Rate Administration

Risk Management Options

- Vehicle Service Agreements
 - Establishing Customer Needs
 - Benefits of Vehicle Service Agreements
 - A Customer Focused Presentation
 - Responding to Customer Concerns
 - Basic / Advanced Sales Techniques
 - Using a VSA Close
- Guaranteed Asset Protection (GAP)
 - Establishing Customer Needs
 - Making GAP...Tangible!
 - Benefits of GAP
 - A Customer Focused Presentation
 - Responding to Customer Concerns
- Role-Play Exercise 3

Vehicle Protection Options

- Tire & Wheel Road Hazard Protection
 - Establishing Customer Needs
 - How to Read a Tire
 - Making Tire & Wheel Road Hazard Protection...Tangible!
 - Benefits of Tire & Wheel Road Hazard Protection
 - Responding to Customer Concerns

Vehicle Protection Options *(continued)*

- Vehicle Appearance Protection
 - Establishing Customer Needs
 - Benefits of Vehicle Appearance Protection
 - Responding to Customer Concerns
- Vehicle Maintenance Program
 - Establishing Customer Needs
 - Benefits of a Warranty Compliance Program
 - Responding to Customer Concerns
- Windshield Chip / PDR / Key Replacement Protection
 - Establishing Customer Needs
 - Benefits of Windshield Chip
 - Benefits of Paintless Dent Repair
 - Key Replacement Protection
 - Responding to Customer Concerns

Credit Evaluation / Analysis

- Your Role / Responsibilities
- The Credit Application
- Build Your Case for an Approval
- Analyzing a Credit Bureau Report
- Credit Evaluation / Credit Scoring

Laws & Regulations

Professionalism

- My Goal – Help Every Customer!
- Training Evaluation

Handouts / Reference

“Amazing energy, attention to detail, visual aides, real life examples. I came back and immediately saw profitable results with my customers from the training I received. If you’re looking to take whatever experience and **training** you have, or lack thereof, **to the next level**, this training team will do just that.

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