

Course Outline

Changing Perceptions, Increasing Profits

- The Customer Focused F&I Presentation
- Role-Play Exercise 1 – The Customer Interview
- Establishing Customer Needs
- 30 Questions I'm Going to Ask Every Customer
- Group Exercise 1 – A Customer Focused Presentation

Getting 'Em In the Barn

- Making the Factory Warranty... Tangible!
- Role-Play Exercise 2 – Creating the VSA Visual Aid
- Fifteen Keys to Menu Selling
- Reviewing the Customer's Options
- Making 'Em Moo – Creating Customer Interest
- Role-Play Exercise 3 – Reviewing Options and Making 'Em Moo

Selling Outside the Box

- Group Exercise 2 – Responding to Customer Concerns
- Customer Concern Contest
- Visual Aids Sell Products
- Great VSA Closes that Really Work!
- Role-Play Exercise 4 – Using a VSA Visual Aid & Close

Adding Value – Helping Customers

- Role Play Exercise 5 – The 10-Step Customer-Focused F&I Presentation
- Role-Play Contest – Learn From the Best
- F&I Roundtable
 - Ideas For Helping More Customers!

Ensuring F&I Excellence!™

- Compliance, Profits, and Staying Legal
- Action Plan for Excellence!
- Get Even! – Training Evaluation

