

ADVANCED F&I CONCEPTS



Who Should Attend:

- F&I Directors
- Experienced F&I Managers
- New F&I Managers
- Back-Up F&I Managers

This two day Advanced F&I course has been designed for the F&I Manager That is ready to take their productivity to the next level. Emphasis will be placed on advanced F&I sales concepts, structured presentation steps and the art of responding to customer objections.

 **David Lewis**
& ASSOCIATES

Automotive Sales & Management Training Since 1986



For more information please call 321-435-6000

Or register online at: www.davidlewis.com



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Topics Will Include:

- The Importance of F&I
- Understanding the Customer
- F&I TO's
- Banking Process / Marginal Credit
- Cash and Credit Union Conversions
- Interest Rates
- Product Presentations
- Advanced Menu Concepts
- Objections Responses
- Creating a Non-Pressure Environment

This course involves extensive role play and group discussions

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