

ADVANCED F&I COURSE

2 Month Program Outline

2 Days per Visit

- GENERAL TOPICS
 - New age of F&I
 - Expectation of F&I managers
 - Job vs career

- DEAL STRUCTURE
 - Negative equity
 - Advance
 - Line 5
 - Right lender
 - Lease
 - Lease disclosures
 - Leasing defined
 - Difficulties of leasing
 - Selling products to lease customers
 - Experian credit report
 - Lender rate sheets

- CREDIT REPORT ANALYSIS
 - Credit report
 - Elements for the lender
 - Lender matching

- LENDER RELATIONSHIPS
 - Communication skills
 - Make the case
 - Do not take no
 - Best practices

- ADVANCED OBJECTION TECHNIQUES
 - Menu presentation
 - The window sticker
 - Logic trapping
 - Art of being visual
 - Stone-wall customer

- SUB-PRIME
 - Sub-prime
 - Right lenders
 - Sub-prime deal structure
 - Sub-prime customer
 - Stip organization
 - Department organization
 - Merchandizing in sub-prime
 - The right car

- COMPLIANCE
 - Laws, rules & regulations
 - Federal and state
 - Compliance
 - Regulation Z
 - Magnuson-Moss Warranty Act
 - IRS Form 8300 5. FACT Act
 - OFAC 7. Gramm-Leach-Bliley Act (privacy & safeguards)
 - The used Car Rule 9. Regulation B 10. The red flags rule

- TONE AND APPROACH
 - Get on track
 - Slow down the deal
 - Dress for success
 - Selling vs informing
 - Credibility trumps rapport
 - Win the argument

- EXPERT TIPS
 - Stay on the desk
 - Spiff your sales team
 - Dominate CIT's
 - Know how much you can get
 - Work with your service department
 - Cash deal turns

- ART OF NEGOTIATING
 - Plateau number
 - Gross kickers
 - The art of silence
 - Customer interview

- ORGANIZATION
 - Logging deals
 - Process = success
 - Leverage your lenders
 - Max calls

- AVOID PROBLEMS
 - Believe in the products
 - Fix the CIT problem
 - Verify a discharged bankruptcy
 - Trade-ins
 - Late-night deal