

SELLING SERVICE CONTRACTS

2 Month Program Outline

2 Days per Visit

- GENERAL TOPICS
 - PVR Driver
 - Service contracts and F&I
 - Service contracts and the service department
 - Service contracts and the Customer
 - Inclusionary vs exclusionary

- POSITIONING VSCs TO SELL
 - Basics
 - Paint pictures with words
 - Get the customer involved
 - Price strategies
 - Arguments
 - Engagement
 - Power of statistics

- SELLING VSCs AFTER THE SALE
 - Get started
 - Get serious
 - Get up to speed in your market
 - Art of creativity

- OBJECTIONS
 - DLA 4-step objection process
 - “Old” process
 - “Stonewall” customer
 - Plant the seed
 - Window sticker
 - Last one did not cover anything
 - Never buy a service contract
 - Never used the last one
 - Use my own mechanic
 - Cost too much
 - Cannot afford it
 - Will not have this car for long
 - Was not told about these products
 - Prevent cancelations
 - Counteroffer
 - Discounting
 - Counteroffer defined

- SELLING VSCs TO TOUCH CUSTOMERS
 - Make money with our ears
 - Pitfalls of talking too much
 - Effect of certainty
 - Memorable presentation
 - Overcome Qualify Car Objection

- VSC MARKETING DO’S AND DON’TS

- SELL VSCs IN SERVICE
 - Importance of Framing
 - Ambiguity and probability
 - Consistency
 - Pull it together

- 5 TIPS TO SELL MORE VSCs
 - Build the VSC into Sales Process
 - Stop the Endorsement
 - Provide robust and flexible solutions
 - Budgets
 - Build Relationships