

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

\$895 PER ATTENDEE

-  PHL Airport is an easy 30 minute drive away.
-  Discounted Room Rates Available!

DLA Philadelphia Automotive Training Center

625 Clark Avenue • King of Prussia, PA 19406

For more information please call 800-374-3314 ext. 215

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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