

F&I

- GENERAL TOPICS
 - A Little + A Little + A Little =- A Lot
 - Right mindset
 - Base hits vs. grand slams
 - Qualities for success
 - Benefits of an F&I manager
 - Purpose
 - 2 main goals
 - Benefits to the customer

- F&I PRODUCTS
 - Products sold
 - Tangible vs intangible

- F&I EQUALS CONTROL
 - Defined
 - Effects
 - Benefits
 - What it does not mean
 - Consummation

- T.O. POLICY
 - Current T.O. policy
 - Avoid the loophole
 - Common mistakes
 - Accountability
 - DLA T.O. policy

- PLANTING THE SEED
 - Pros and cons of planting the seed
 - The benefits myth

- POWER OF IMAGE
 - Defensive customers
 - Power of a title
 - F&I office image

- POWER OF SPEECH
 - Negative jargon
 - Positive terms

- Training topics
 - Misconception of F&I
 - Resolve misconceptions

- QUOTING INTEREST RATES
 - Negatives of quoting rates
 - Common responses to the rate question
 - Balance of consequences
 - Goal of the rate question
 - 3 customer responses

- ELEMENTS OF CREDIT
 - General rules of financing
 - Four C's of credit
 - Characteristics of marginal credit
 - Satisfying the lender

- CASH CONVERSIONS
 - Why people pay cash
 - Cash conversions and PVR
 - Benefits of financing vs cash
 - Interest rate calculation process
 - Misconceptions of credit unions

- STRUCTURE
 - Importance
 - Elements

- SALES PHILOSOPHY
 - Presentation vs objection
 - Elements of the presentation
 - Elements of an objection

- SERVICE PROGRAM
 - Concept of tailoring
 - Examples
 - Negatives
 - Objection

- PRESENTATIONS
 - Seeing vs hearing
 - Finger to face theory
 - Reactionary gap
 - Traditional use of the menu
 - 3 parts to the menu
 - Pain vs. Gain
 - DLA Flip Chart Presentation

- VSC T.O.
 - Fallacy of discounting
 - Counteroffer defined
 - 2 T.O. techniques
 - Flat contribution
 - Business card
 - DLA T.O. script
 - Elements of a good T.O.

- **OBJECTIONS**
 - Defined
 - Common F&I objections
 - “Old” process
 - DLA 4-part objections process
 - Presentation theory
 - 4 Rules to the sale
 - Objection conversion

- **SERVICE CONTRACT PROSPECTING**
 - Other sales opportunities
 - Involving the service writer
 - 2 types of compensation
 - Rules for compensating
 - Sample follow-up letters

- **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