

Achieving F&I Excellence!™

Management Certification Program

COURSE OUTLINE

Professional F&I Management

- Changing Customer Perceptions
- Changing Your Perception
- Responsibilities of An F&I Professional
- Role-Play Exercise

Customer Focused Selling

- Principles of Communication
- Making The Intangible... Tangible!
- The F&I Demo Ride

Customer Focused Presentation

- A Customer Focused F&I Presentation
- Making The Factory Warranty... Tangible!
- Maximizing Your Menu's Effectiveness
- Reviewing The Customer's Options
- Creating Customer Interest
- Fourteen Keys To Using The Financial Services Overview
- Role-Play Exercise

Customer Repayment Options

- Establishing Customer Needs For Dealership Financing
- Benefits of Dealership Financing
- A Customer-Focused Cash Conversion
- Responding To Customer Concerns
- Profitable Rate Administration

Risk Management Options

- Vehicle Service Agreements
- Guaranteed Asset Protection
- Role-Play Exercise
- Credit Insurance

Vehicle Protection Options

- Tire & Wheel Road Hazard Protection
- Vehicle Appearance Protection
- Theft Deterrent Products
- Vehicle Maintenance Program
- Windshield Chip / PDR / Key Replacement Protection

Credit Evaluation / Analysis

Laws and Regulations

Professionalism

