ACHIEVING F&I EXCELLENCE!™ CURRICULUM

1 Professional F&I Management

Understanding Today's Customer
Changing Customer Perceptions
Changing *Your* Own Perceptions
Responsibilities of an F&I Professional
Role-Play Exercise 1

2 Customer Focused Selling

Principles of Communication
Making the Intangible... Tangible!
The F&I Test Drive

3 A Customer Focused Presentation

A Customer Focused F&I Presentation
Making the Manufacturer's Warranty... Tangible!
What's the Warranty on My Vehicle?
Reviewing the Customer's Options
Creating Customer Interest
Sixteen Keys to Using a Menu
Role-Play Exercise 2
My Needs Discovery Questions

4 Customer Repayment Options

Bank/Credit Union Conversions
- *Establishing Customer Needs for Dealership Financing*
- *Benefits of Dealership Financing*

Cash Customer Consultation
- *Establishing Customer Needs for Dealership Financing*
- *Benefits of Dealership Financing*

A Customer Focused Cash Conversion
Responding to Customer Concerns
Rate Administration

5 Risk Management Options

Vehicle Service Agreements
- *Establishing Customer Needs*
- *Benefits of Vehicle Service Agreements - Reasons to Buy*
- *Team Application Exercise*
- *Responding to Customer Concerns*
- *Basic / Advanced Sales Techniques*
- *Helping Customers Make an Informed Decision*

Guaranteed Asset Protection (GAP)
- *Establishing Customer Needs*
- *Making GAP...Tangible!*
- *Benefits of GAP - Reasons to Buy*
- *Application Exercise*
- *A Customer Focused Presentation*
- *Responding to Customer Concerns*

Role-Play Exercises 3 & 4

6 Vehicle Protection Options

Tire & Wheel Road Hazard Protection
- *Establishing Customer Needs*
- *How to Read a Tire*
- *Making Tire & Wheel Road Hazard Protection... Tangible!*
- *Benefits of Tire & Wheel Road Hazard Protection - Reasons to Buy*
- *Responding to Customer Concerns*

Vehicle Appearance Protection
- *Establishing Customer Needs*
- *Benefits of Vehicle Appearance Protection - Reasons to Buy*
- *Responding to Customer Concerns*

Vehicle Maintenance Program
- *Establishing Customer Needs*
- *Benefits of a Warranty Compliance Program - Reasons to Buy*
- *Responding to Customer Concerns*

Windshield Protection/Paintless Dent Repair/Key Replacement Protection
- *Establishing Customer Needs*
- *Benefits of Windshield Protection*
- *Benefits of Paintless Dent Repair*
- *Benefits of Key Replacement Protection*
- *Responding to Customer Concerns*

7 Credit Evaluation/Analysis

Your Role/Responsibilities
The Credit Application
Analyzing a Credit Report
Credit Evaluation/Credit Scoring
- *Build Your Case for an Approval*

8 Laws & Regulations

9 Professionalism

Code of Conduct
My Goal – Help Every Customer!
Training Evaluation