

F&I TRAINING AGENDA

Day 1

A. Introduction

1. Instructor and class
2. F&I Resources
3. Desired outcomes
4. Ground rules
5. Daily agenda

B. F&I Department Overview

1. History of F&I
2. Function of F&I

C. Product Descriptions

1. Vehicle Service Contracts
2. Life & Disability
3. GAP
4. Paint & Fabric
5. Theft Protection

D. F&I Selling Options

1. Assumptive Sell
2. Step Sell
3. Menu Sell

E. Blueprint for a Turnover

1. Greet
2. Obligation
3. Analyze
4. Options
5. Typical Concerns

F. Presenting the Menu

1. 9 Keys
2. Goals
3. Common Objections

Day 2

A. Video Role Play

1. Initial greet
2. Presenting the Menu
3. 1 objection

B. Road to an F&I Sale

1. Qualify
2. Create Need
3. Satisfy Need
4. Trial Close

C. Vehicle Service Agreement

1. Features and benefits
2. Common objections
3. Sales ideas

D. Credit Insurance

1. Features and benefits
2. Common objections
3. Sales ideas

Day 3

A. Video Role Play

1. Presenting the Menu
2. VSC Objections
3. CI Objections

B. GAP Protection

1. Features and Benefits
2. Common Objections
3. Sales Idea's

C. Paint & Fabric Protection

1. Features and Benefits
2. Common Objections
3. Sales Idea's

D. Theft Protection

1. Features and Benefits
2. Common Objections
3. Sales Idea's

Day 4

A. Video Role play review

1. A-Z Turnover
2. Product Sales

B. Lender Relations

1. Guidelines
2. Evaluating credit applications

C. Legal Issues

1. Contracts
2. Consumer

D. Conversions

1. Banks/CU
2. Cash