



Brown & Brown
DEALER SERVICES

F&I TRAINING COURSE Apr. 11th – 15th 2022 9:00am to 4:00pm daily

Our Certified Professional F&I Training School consists of a 5-day instructor led course. Ken Carlson will review the Best Practices for a profitable F&I department.

This highly interactive program will dig deep into the following topics:

- ✓ 90 Second De-Brief
- ✓ Customer Introduction
- ✓ Factory Warranty Review
- ✓ Menu Presentation
- ✓ Up-Sell
- ✓ Objection Handling Techniques
- ✓ Product Features & Benefits
- ✓ Compliance Standards
- ✓ Lender Relations & Guidelines
- ✓ Review Session with Quizzes

All attendees receive hands on training and support at the dealership by your Account Executive following the training. The follow-up will consist of the organization of the office, time management, lender relations, paperwork skills, proper documentation, practicing the F&I process, up-sell, and objection handling techniques.

Due to recommended Social Distance Guidelines class size will be a maximum of 10 attendees. Acrylic Countertop Shields will be in place for One-on-One Training and all attendees will be required to wear a mask.

The seminar will be held at:

F&I Resources

134 Flanders Road Suite 150

Westborough, MA 01581

9:00 AM – 4:00 PM (Daily)

\$1,495.00 per enrollment

The seminar times are:

Seminar cost:

Suggested Accommodations:

Hampton Inn by Hilton

508.329.5570

*Ask for BBDS / F&I Resources corporate rate

15 Connector Road Westborough, MA
1.7 miles away

Holiday Inn & Suites

508.481.3000

*Ask for BBDS / F&I Resources corporate rate

265 Lakeside Avenue Marlborough, MA
6.1 miles away

Name (Please Print)

Dealership

Email

Cell #

Email completed enrollment to jporcaro@firesources.com or Fax to 508-624-4544