



**Brown & Brown**  
DEALER SERVICES

# F&I TRAINING COURSE Jan. 10<sup>th</sup> – 14<sup>th</sup> 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](mailto:jporcaro@firesources.com) or Fax to 508-624-4544**