

F&I

RESOURCES

F&I TRAINING AGENDA

Day 1

- ⇒ **F&I DEPARTMENT OVERVIEW**

- ⇒ **SALES SKILLS**

- ⇒ **ROLE PLAY – INTERVIEW AND MENU PRESENTATION**
 - ✦ BASELINE
 - ✦ MODEL

- ⇒ **MENU PRESENTATION**
 - ✦ INTERVIEW
 - ✦ PREPARING FOR THE MENU PRESENTATION
 - ✦ PRESENTING THE MENU
 - TRANSITION TO THE MENU
 - BUILDING VALUE IN THE PRODUCTS
 - CLOSING

- ⇒ **PRODUCT OVERVIEW**
 - ✦ SERVICE CONTRACT
 - ✦ GAP
 - ✦ TIRE AND WHEEL
 - ✦ PAINT AND FABRIC PROTECTION
 - ✦ KEY REPLACEMENT
 - ✦ MAINTENANCE
 - ✦ ETCH / THEFT PROTECTION
 - ✦ LEASE WEAR AND TEAR
 - ✦ OTHER PRODUCTS

- ⇒ **FINAL REVIEW OF MENU – VIDEO TAPE**

Day 2

⇨ VIDEO AND CRITIQUE

⇨ UP SELL AND OBJECTION HANDLING

✦ STRUCTURE OF SALES IDEA

- UP SELL
- OBJECTION HANDLING TECHNIQUES

⇨ SERVICE CONTRACTS

✦ UPSELL

✦ OBJECTION HANDLING

- COST TOO MUCH
- QUALITY CAR
- TAKE CHANCES
- DON'T NEED IT
- CAN I BUY IT LATER
- FACTORY WARRANTY IS GOOD ENOUGH
- ETC.....

⇨ COMPLIANCE QUIZ

Day 3

⇨ ROLE PLAY – UPSELLING SC AND 1 OBJECTION

⇨ PRODUCT SALES – UPSELL AND OBJECTION HANDLING

✦ GAP

✦ PAINT AND FABRIC

✦ TIRE AND WHEEL

✦ CI

✦ MAINTENANCE

✦ ETC.....

⇨ REVIEW OF COMPLIANCE

✦ QUIZ ON COMPLIANCE

⇨ LENDER RELATIONS

Day 4

⇨ VIDEO AND CRITIQUE

- ✦ MENU
- ✦ UPSSELL SC
- ✦ OBJECTION HANDLING (ONE IDEA)

⇨ CONVERSIONS

- ✦ CASH
- ✦ BANK / C.U.

⇨ REVIEW OF WEEK

⇨ WRAP-UP