

Our Training and Coaching Viewpoint

- **A Little + A Little + A Little = A LOT**
- **FS Managers #1 Priority is to Deliver the Car**
- **CIT Means Cash It Today**
- **The Whole Team MUST Protect the Dealers Assets**
- **Products Drive Profits – Rate is a Bonus**
- **All Managers Need to Look and Act the Part**
- **All Managers Must Be Product & Industry Experts**
- **All Managers Must Realize the Battle for the Customer Starts at Their Home**
- **FS Managers Need to Get to Customers Fast and Furious**
- **The Whole Team Needs to Give Every Customer the D I M T Y**
- **Rapport is Important but Credibility is Indispensable**
- **“Just Do Your Job.”**

Financial Services Process Guidelines:

- **Recognize resistance is preprogrammed in your customers mind**
- **Customers may express no need for FS products – Know they want them**
- **Initiate the FS process as soon as possible**
- **“Meet & Greet” the customer in their comfort zone**
- **Set realistic expectations**
- **Solidify the deal before making your Menu/Option Disclosure Presentation**
- **Verify and gather information before your presentation**
- **Tell the Features – Sell the Benefits of the FS products and services**
- **Present the menu/option disclosure in a direct, precise and upfront manner**
- **Avoid “speedbumps” along the way**
- **Do not place too much emphasis on a single product**
- **Always show dual payments and terms**
- **Find out what products are relevant to your customer**
- **Sell based on the customers criteria**