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LESSON 4: HIGH LEVEL PROBLEM SOLVING

Life is just a series of events. Many of these events are problems. But, sometimes we can “pick our problems”. A small problem, like finding an extra \$30 over the next 30 days is pretty manageable for most people. A bigger problem, like having to pay thousands of dollars to fix your car or payoff a loan this afternoon, is much less manageable.

The truth is that the solution for one problem is the typically the beginning of the next. Like a customer that skips a VSC, then acquires \$2,200 in credit card debt at 18%, just to pay for a repair that they were overcharged by \$400 on.

This is a pretty bad day for them, and it could have been easily handed for only \$30 a month, but they didn’t pick the \$30 a month problem.

Occasionally, we can pick our problems. In fact, I would argue that this is our job. To help our customers “pick better problems”. An extra \$50 a month might be a strain on the budget for some of your customers, but major repairs, gaps in insurance settlements and excessive depreciation from loss of appearance, are much worse.

Just like in life, we have choices. I can pick the problem of eating healthy - less tasty - foods today or experience the problem of poor health tomorrow. I can pick the problem of finding time to exercise today or have the problem of my body failing tomorrow. I can pick the problem of reading books to stimulate and educate my mind today or suffer lack of knowledge and understanding tomorrow.

For our customers, they can pick the problem of \$35 a month now for the VSC or an \$1800 emergency later when they must repair the most important tool they own. They can pick the problem of \$14 a month for GAP, or risk having to pay \$3,000 to payoff their car before they can replace it.

The goal here is to solve your customer’s problems before they occur.

Being good at problem-solving leads directly to success, not just in the box, but in most endeavors throughout all of our lives.



Test it below



Take a professional fighter for instance. He or she has a game plan when the fight begins, but if the other fighter is getting the best of them, they must adapt or else they'll lose.

This is problem-solving on a very high level. They either make adjustments, and solve problems, or they lose. Period.

The paradox is that the stress goes up fast when it is tied directly to your paycheck. The same thing happens in the box. You've got seconds to figure out how to solve problems or your paycheck is going to be affected.

And just like a fighter, we must train. In our case, "training" is learning how our products help protect our customers. Once you've mastered that, you can go anywhere in the conversation, that the customer takes you. You can make the necessary adjustments and help them choose from the protection packages that solve their problems.

Be well,

Lloyd Trushel

Let's talk F&I...

Call or Text Me at:

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For more information like this, please check out my book, **The Art of F&I** available everywhere.