

Course Curriculum

I. PROFESSIONAL F&I MANAGEMENT

- A. Changing Customer Perceptions
- B. Changing Your Perception
- C. Responsibilities Of An F&I Professional
- D. Role-Play Exercise #1

II. CUSTOMER FOCUSED SELLING

- A. Principles Of Communication
- B. Making The Intangible... Tangible!
- C. The F&I Demo Ride

III. A CUSTOMER FOCUSED PRESENTATION

- A. A Customer Focused F&I Presentation
- B. Making The Factory Warranty... Tangible!
- C. Maximizing Your Menu's Effectiveness
- D. Reviewing The Customer's Options
- E. Creating Customer Interest
- F. Keys To Using The Financial Services Overview
- G. Role-Play Exercise #2

IV. CUSTOMER REPAYMENT OPTIONS

- A. Establishing Customer Needs For Dealership Financing
- B. Benefits Of Dealership Financing
- C. A Customer-Focused Cash Conversion
- D. Responding To Customer Concerns
- E. Profitable Rate Administration

V. RISK MANAGEMENT OPTIONS

- A. Vehicle Service Agreements
 - 1. Establishing Customer Needs
 - 2. Benefits Of Vehicle Service Agreements
 - 3. A Customer Focused Presentation
 - 4. Responding To Customer Concerns
 - 5. Basic/Advanced Sales Techniques
 - 6. Using A VSA Close
- B. Guaranteed Asset Protection (GAP/DCA)
 - 1. Establishing Customer Needs
 - 2. Making GAP... Tangible!
 - 3. Benefits Of GAP / DCA

- C. Role-Play Exercise #3

- D. Credit Insurance
 - 1. Establishing Customer Needs
 - 2. Benefits Of Credit Life
 - 3. Benefits Of Credit Accident & Health
 - 4. Responding To Customer Concerns

VI. VEHICLE PROTECTION OPTIONS

- A. Tire & Wheel Road Hazard Protection
 - 1. Establishing Customer Needs
 - 2. Making T&W Road Hazard Protection... Tangible!
 - 3. Benefits Of T&W Road Hazard Protection
 - 4. Responding To Customer Concerns
- B. Vehicle Appearance Protection
 - 1. Establishing Customer Needs
 - 2. Benefits Of Vehicle Appearance Protection
 - 3. Responding To Customer Concerns
- C. Theft Deterrent Products
 - 1. Establishing Customer Needs
 - 2. Benefits Of Theft Deterrent Products
 - 3. Responding To Customer Concerns
- D. Vehicle Maintenance Program
 - 1. Establishing Customer Needs
 - 2. Benefits Of A Warranty Compliance Program
 - 3. Responding To Customer Concerns
- E. Windshield Protection / Paintless Dent Repair
 - 1. Establishing Customer Needs
 - 2. Benefits Of Windshield Protection
 - 3. Benefits Of Paintless Dent Repair
 - 4. Responding To Customer Concerns

VII. CREDIT EVALUATION / ANALYSIS

- A. Your Role/Responsibilities
- B. The Credit Application
- C. Analyzing A Credit Bureau Report
- D. Credit Evaluation/Credit Scoring

VIII. LAWS AND REGULATIONS

IX. PROFESSIONALISM

- A. My Goal – Help Every Customer!
- B. Training Evaluation