

Protective Virtual Training with Paul Sheldon

Advanced F&I Training: Getting to 80%

January 21, 2021

9:00 AM – 4:00 PM

webinar



Paul Sheldon, Instructor

FREE to PRVCA members*
\$25 for non-members

*Not a PRVCA member?

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Membership includes free year-round training events

Advanced F&I Training: Getting to 80%

Michelangelo said that sometimes it isn't that we set our goals too high and miss them but set them to low and hit them. Is 80% too high a goal for RV service contract penetration? It is possible and this challenge is designed to get you moving closer to the goal.

In this webinar, you will learn

- Five habits that keep us from breaking through
- Three keys to developing a process that unlocks the door to greater sales
- Three steps to make sure every one of your customers gets as excited as you are about having a service contract that enhances their ownership experience.

Part one – overview of Getting to 80%

Part two – First steps – people - sales process

Part three – Second steps - product -menus-benefits

Part four – Final steps – professional selling system

Paul Sheldon is the Regional Vice President for Protective Asset Protection working with RV, Marine and Powersports dealers nationwide as an income development expert. Paul began his career in retail sales and was recruited into the finance and insurance industry. In 1991 Paul started a training and consulting company, providing dealership training for F&I, sales and customer service. He became recognized as a top sales trainer with a focus on exceptional customer experience. His Customer-Focused Selling, High Value F&I, and Customer Service Excellence training courses have helped dealers excel in sales, profitability and customer experience.

January 21, 2021 Protective Registration:

Company Name: _____

Phone Number: _____

Name(s) of Attendees: _____

Email address(es) of attendee(s): _____

Credit Card information:

☐ **I acknowledge that my card will be charged if I am not in attendance**

Select one: ☐ Visa ☐ MasterCard ☐ Discover

Name on Credit Card: _____ Title: _____

Dealership City: _____ State: _____

Credit Card #: _____ Exp. Date: _____ Sec code: _____

Please return this form via email to education@prvca.org or by faxing
717-303.0297 no later than **January 15, 2021**

Please send any cancellations via email at education@prvca.org or by calling
888-303-2887 no later than 48 hours in advance.

Upcoming training for 2021:

- January 11-15, 2021 - Warranty Administration webinar series
- January 25-29, 2021 - PRVCA virtual Leadership Conference
- February 2, 2021 - Xantrex and King Mobile, location TBD
- February 3, 2021 - Blue Ox webinar
- February 4, 2021 - Xantrex and King Mobile, location TBD
- February 9-12, 2021 & 16-29, 2021 - PRVCA/RVTI Level 1 class - online
- February 23, 2021 - Dexter Axle at Stoltzfus RV & Marine, West Chester
- February 24, 2021 - Norcold at Stoltzfus RV & Marine, West Chester