

POWERFUL SOLUTIONS

For maximum F&I profitability

A Downturn Of Volume

Folks who have been in the Business Office, for long enough, know...anytime the volume of deals we get to touch decreases, any negative influencers we may encounter are *accentuated!* In a regular month, for example, a succession of unproductive deals won't skew our entire month. We confidently bide our time, waiting for the wheel to turn. Our long-term, whole-month perspective continues to be motivated by 'hope for gain'. The math is on our side, providing plenty of volume related opportunity to shake-it-off, quickly, and prevent any funky vibes from sticking to us.

It can be a little different story, however, when the tap is cranked clockwise, restricting the flow of Guests with whom we are able to work and serve. We now find that any hiccups, regarding production, are magnified, and the adverse effects to our bottom-line become severe. This is exactly the reason PRU and PPR trend in direct correlation with volume. Why? Because now, when adversity confronts us, we *may* suddenly find ourselves motivated by 'fear of loss'. If so, we telegraph these fears, to the very next Guest presenting to us, and our anxiety repels the best efforts to communicate. We couldn't give away a shotgun during a prison riot. We are infected with negativity and our Guests sense it, not wanting to participate in *anything* associated with us... *including* our products.

Of course, everyone loves, and wants to be associated with, a winner! Pay attention to the mood following a major sporting event. Provided the home team won, everyone seems to be little more patient and understanding when a slob spills beer on them. Following a loss, the indiscretion may lead to an altercation.

Athletic teams symbolize our local/regional/and national ability to put together a collective effort to vanquish an opponent, not unlike a military. Perhaps it's old survival needs, manifesting themselves. A weak military may result in invasion and worse. Relying upon poorly organized farmers, or slow and inaccurate hunters, may lead to starvation. The point is clear...security is derived from winners!

We might ask ourselves...who had the second worst record, in Major League whatever, 8 years ago? No one recalls because it wasn't important. Similarly, *no one* is going to seek advice, on how to throw a party, from Buzz Killington! Our recommendation to our Guests is of critical importance, to everyone concerned, but won't matter to the recipient of the guidance if said guidance isn't credible.



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Anyone can experience a run of bad luck. However, if we both find ourselves running from the bear, and one of us outruns the other...who do you suppose is going to have the worse day?!?

As an additional consideration, appreciation of our Sales-colleague's efforts, and the resultant opportunities these efforts yield (for those of us lucky enough to call ourselves Business Managers) should be plainly availed. Our entire attitude/outlook may depend upon their hard work!

Think about it.

Good luck and good selling!



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