

POWERFUL SOLUTIONS

For maximum F&I profitability

Helping Service Writers

Field work provides plenty of inspiration for my training tips. I have wanted to tackle this topic for a long time, but found it difficult to formulate a process to help our teammates in the Service Department. Fortunately, a Business Manager friend of mine was able to show me the way. Therefore, the credit for the inspiration provided here belongs to Anthony Brinker. With his permission, I'm happy to share what he very kindly took the time to teach me!

The timing for this is particularly applicable. Recently, a Business Manager from another store reached out to me. He was dealing with a difficult situation where one of his Service Writers MAY have made an incorrect determination, as to what was covered by a service contract. The outcome could be a Guest who doesn't receive the benefits to which they are entitled. Also, consider the possibility that the Guest may initiate cancellation of all of the protection which they had previously, wisely chosen to take advantage. Charge-back anyone? This might be avoided by helping to insure our Guests are able to receive all of the benefits in which they have invested.

So, in order to help the Service Writers avert making a determination on behalf of the Service Contract Provider, consider the following word-track. Sharing this with your Service Writers may help protect them from falling into a trick-bag:

"Mrs. Jones, it's my job to identify the cause of your concern (failed component), communicate with the contract provider, and determine coverage applicability, to complete the repair."

If you find yourself thinking, "this is not MY job", remember it's everyone's job to take care of our Guests...and no one wants them seeking solutions to their future automotive needs, elsewhere.

What else can we do?

Create an information-sharing disclosure sheet for the
Service Writers that helps ensure everyone receives the best

Service possible.

Consider the following template...



Page 1 of 3



Partnership + Performance = Profit

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CNA Service Contracts

Claims 800-722-4758

Roadside Assistance 877-373-9780

Z2 Series Vehicle Protection Plan

- ~ Automotive Preferred Care+Plus - Comprehensive, Exclusionary Coverage
- ~ Mechanical Advantage Care+Plus - Top Level Stated component plan
- ~ Vehicle Value Care+Plus - Mid Level Stated component plan
- ~ Powertrain Advantage Care+Plus - Basic Powertrain

CNA Tire and Wheel

Claims 800-722-4758

Roadside Assistance 877-373-9780

- ~ Preferred Tire Care Care
- ~ Preferred Tire Care +Plus - includes curb damage

NAE Service Contracts

Claims 800-810-8458

Roadside Assistance 855-817-1890

- ~ Essential Coverage - Coverage for higher mileage or cars

Premier Dealer Services PrePaid Maintenance

Claims 888-438-0100

Keywise

**Claims, Roadside Assistance and Customer Trip Routing
800-451-0459**

Conley Insurance Reps - Steve Phillips 314-591-3942

Dale Robards 314-249-9624

Jeff Holder 636-633-1583

Erik Landrum 314-369-5537



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*The information contained above is for illustrative purposes, only. Carefully verify the information you provide and ensure accuracy in your disclosures.

Thank you, again, Anthony, for taking the time to share some of your hard work with us. We greatly appreciate your wisdom and expertise.

What can we do to help foster more communication within our store and, in turn, help raise everyone's level of performance?

Think about it.

Good luck and good selling!

