

POWERFUL SOLUTIONS

For maximum F&I profitability

Care *and* Trust

Recently, when conducting interviews for an open Business Manager position, it became readily apparent that, once again, just because someone is good at the sale of a tangible item by no means guarantees success with the sale of the intangible. In the Business Office we are providing access to incredibly important protective products! Products, however, that require communication mastery because of their intangible nature.

Our communicative efforts will fall far short of mastery without showing care for our audience *while* earning their trust.

When working with people, it isn't hard to determine when someone cares about those around them. And talk about the importance of care... as the saying goes, "Folks don't care how much we know until they *know* how much we care! Obviously, CARE is a critically important servant to our goals... ensuring our Guests leave us as *well* and *fully* protected as possible. When they do, we have fulfilled our obligation to assure they enjoy a *great* ownership experience. Naturally, when our Guests hear something, see something, smell something, feel something, something just isn't right with their vehicle... they *want* to bring it back to *our* store for the *care* it needs.

This is particularly applicable after we have explained to them that we cannot control the quality of the work they will receive anywhere else, after all. Our Guests know we probably aren't the least expensive option in their area for the services they need. However, they certainly expect to receive the best quality work from within (or from those affiliated with) our organization. By effectively communicating the value of our products, thereby ensuring they leave protected, we have removed the impediments which may occur (due to cost considerations) to taking advantage of *our* services. This is why our colleagues in the front and back of the store are counting upon us, as well, to ensure the long-term fiscal health of the organization.

Care, however, isn't enough. TRUST is equally important... trust in our message, trust in US! Without our Guest's trust, our message is lost.



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Partnership + Performance = Profit

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Care and Trust (Continued)

It may seem obvious, but when we are sharing information with our Guests and they hear the words “I” and “me,” with any frequency, they are *shutting down and trust is lost*. If we are using these self-centered words, we are betraying our message, our Guests, ourselves, and our colleagues in the process... for the aforementioned reasons. As a Doctor once said, “If it causes you pain, when you do that, don’t do *that*.”

SO, where do we find help with our trust quotient. Simple. We remind ourselves *regularly* that it isn’t about us, it’s about our Guests. Empathy with authenticity. THIS is THEIR party!!! Our focus will be upon them, and they *will* know it. We will be genuinely interested in them. We will ask questions about them, their lifestyle, their family, their vocation, their avocation, their plans, and where they see themselves in a few (to several) years. We will seek to *never* listen with the intent to respond, but with the intent to *understand*. Identifying their favorite piece of tech (in their new/new-to-them vehicle) will help, too. We will quickly become familiar with what it is that will provide *them* PEACE-OF-MIND. Being upfront and honest (never overpromising) while genuinely explaining company values will help, as well.

Remember, one of the best things about our business is that it’s just people. Unfortunately, this can simultaneously be one of the most confounding things about our business if we aren’t communicating effectively.

To quote a colleague, “If your Guests get their desired outcome, you *will* get your desired income!”

Think about it.

Good luck and good selling!



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