

POWERFUL SOLUTIONS

For maximum F&I profitability

Selling The House

Correlative is defined as a word or concept that has a mutual relationship with *another* word or concept. Much of the communication with our Guests *will* have correlative meaning. In fact, at the beginning of our document presentation, we begin with this very concept! We will explain, "This envelope, in which we will be packaging all of your important papers, is to be placed in the glovebox of your new car so it's all where it needs to be, when you *need* it."

The correlative concept *is* on display, here. Once stated, it *isn't* difficult for our Guests to picture themselves reaching for these documents, when problems occur. Our Guests will want to avoid exposure to much, if any, of the related expenses associated with repairs!

This, however, occurs well into our process with our Guests. What else may we consider, ensuring we are providing the proper perspective?

Normally, within the first minute or two of our interaction with the next Guest, we will explain that we are going to basically take care of 3 things for them... 1). Complete and review their paperwork 2). Secure financing for them, if any, and 3). Get them on the road as quickly as possible.

In addition to this, however, what more can we do to manage our Guest's expectations while further setting the stage?

We may quickly share a little *more* information, during our initial interview, that will solidify the wisdom of choosing to do business with our store. "Congratulations, folks! We are confident you'll be *thrilled* to do business with us! We have ___ service bays, \$___,___ in parts inventory, wheel reconditioning and paint-less dent repair personnel, and a full-service detail department, ALL of which is focused on your satisfaction!"

What other information might quickly be shared?

Our Service Manager may easily provide a little additional information, for us. Perhaps our "on-going" Technician training is at 490%.

What does this mean and why is *it* relevant?



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If this is the case, we may relate that training is so important to our Dealer Principal that he or she is willing to invest massive sums of capital in Guest satisfaction. We are ensuring the Technicians possess nearly 5 times the level of training required by the Factory. The complex nature of vehicles, today, demands we are properly equipped with not only the necessary tools and diagnostic equipment, but also personnel great enough to get the job done right, *the first time!*

Perhaps we may explain, "Our Service Writers will greet you quickly in our protective service drive. They will promptly address everything from routine maintenance needs to your far more serious concerns, as they arise."

Sharing these thoughts with our Guests, as we congratulate them for doing business with us, will bring levity to a stressful situation. Remember, "Folks will forget about what we say, even what we do, long before they forget about how we make them feel!"

While the point of this quickly reviewed sentiment serves to reassure our Guests, and their decision to do business with us, it also correlates to the importance of careful consideration of our products! Our Guests will reflect upon this additional perspective, later, when they have the opportunity to take advantage of that which we have made available, to them, via our terrific products... and take *all* the drama off *their* plates!

Correlative perspective is imperative!

What can *you* share?

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