

POWERFUL SOLUTIONS

For maximum F&I profitability

Timing Really Is Everything

The following scenario is playing out at stores everywhere, daily, and it may be happening at your store right now...

"Holy cow... I didn't know this car did all this! If I would have known, beforehand, I would have bought that warranty from that guy in there!!! Oh well, too late now. Let's wrap this up. I want to get out of here."

This is what our Guests are saying to their Salesperson, who is reviewing all the high-tech features (in their new/new-to-them vehicle), *after* they have been through the Business Office. Naturally, the result is Guests who aren't well-prepared for future possibilities when the drama llama comes to visit! In fact, they may be compelled to seek solutions to their future automotive needs down the street with competitors. Afterall, when their vehicle lets them down, and the solution requires a huge degradation to their fiscal health (versus someone else paying for all that negativity), they tend to go elsewhere! Front and back-end revenue is lost and *even more must now be spent* to cultivate new Clients. It's ALL bad!!!

What is *currently* often observed...

Salespeople secure signatures on their paperwork. The Sales Desk puts their touches on the deal jacket. The Guest is seated in the waiting area. The Business Manager receives the deal from the Salesperson and asks, "What have you got?" Yadda yadda. The Salesperson leaves to get the vehicle gassed and cleaned. The Business Manager begins paging the Salesperson regarding missing information. Minutes tick by. The Guest begins to wonder, "What is taking so long? What happens next??" The Guest is finally brought into the Business Office. Their first interaction with the Business Manager begins with an apology, "I'm sorry that took a few extra minutes, I didn't have everything I needed." The Salesperson pokes his head in and breathlessly exclaims, "You needed me?" The ensuing awkward and uncomfortable exchange occurs, in front of the Guest, and the appearance of chaos, disorder, and confusion permeates the setting. The Business Manager is now on the struggle-bus, with no credibility, and the Guest's inspiration hasn't appeared yet. "No thanks, I'll self-insure!"

The simple solution...



Page 1 of 2

in



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Salespeople secure signatures on their paperwork. The Sales Desk puts their touches on the deal jacket. The Guest remains seated at the Salesperson's desk where they have become somewhat familiar and comfortable at this point. The Business Manager receives the deal from the Salesperson, scans the deal for completion, and thanks the Salesperson for the opportunity. The Business Manager conducts a quick Guest interview at the Salesperson's desk setting expectations and explaining, "While I'm getting everything prepared for you, Charlie will get your phone set-up, and show you how all your new goodies work in the car (or truck)! He'll also show you our Service and Parts Departments." Then the Business Manager will quickly prepare for the Guest. Once nearly ready, they will call the Salesperson's mobile number and let everyone know they are ready to rock-n-roll! After bringing the Guests back to the Business Office, the Salesperson will then leave to get the vehicle gassed and cleaned.

That's it!

If the vehicle isn't quite ready the moment the Guest wraps-up the transaction in the Business Office it won't be a big deal. The Salesperson may easily exclaim, "They're just finishing rinsing the bubbles off your new car. They'll have it up here shortly, looking top-shelf, and we'll get you on the road! Any questions you can think of?"

While simple, the solution will require the support of everyone involved. A process unchecked ceases to be a process. Sales and General Management, Principals... everyone has a vested interest. Perhaps we might pump the brakes on the mad dash to get the vehicle back to Get-ready... while ALSO helping to remedy the survey complaint, "The process took too long!"

Think about it.
Good luck and good selling!



Page 2 of 2

in



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