POWERFUL SOLUTIONS

For maximum F&I profitability

Land the Plane

You're at the airport, about to board a commercial flight, and you peer out the window. It's bedlam out at the gate! Planes are parked nearby, in all manner of chaotic disorder. In fact, some are in various states of disassembly, with passengers milling about… around and near the planes. Luggage is falling off trollies and is laying everywhere. Some of the luggage has broken open, and you even witness people trying on some of the clothing to see if it fits. Some of the belongings are being pocketed. No one is wearing any type of uniform or anything that may identify them as an employee of any particular entity.

Your anxiety is immediate. "WHAT is going on here," you wonder aloud.

Boarding is no more inspiring. It's chaotic, as well. People are attempting to board, while others are deplaning. You wonder quietly, "Is this even the correct plane?" Folks are standing in the isles. Everyone seems lost. You overhear questions such as, "What city is this? Where is THIS flight heading next?? Who's in charge???" Again, no one is wearing any type of official looking anything, and no one is providing any type of direction or guidance.

"Sit wherever you'd like," you hear someone mutter from behind. You turn to look for the person of authority but can't discern the source.

The struggle has been real, with folks moving upstream past those moving downstream, while squeezing past luggage and others standing in the isles. Some of this luggage, too, is open.

You cry out, "THIS is madness!"

Mercifully, you finally reach an open seat. It's a window seat. As you look outward at the continuing chaos below, a disheveled looking individual catches your eye. He looks as though he's coming off a weeklong bender!



Land the Plane *(continued)*

You're hardly shocked at this point, as you mutter, "Is that vomit on his shirt?"

And it doesn't look as though he has shaven for days. He's scratching his head, as he looks at something under the plane.

"That can't be the pilot," you wonder quietly, still looking out the window as the man disappears. "Did he sleep in those clothes?"

Moments later that same man appears at the front of the cabin. He enters the cockpit and takes a seat. The dread is immediate!

"THAT Knucklehead IS the pilot!"

Some of us are providing barely more inspiration than the pilot, plane, flight crew, and situation portrayed in this story. In fact, we may be providing an equally inadequate level of 'authority' regarding the subject matter we are addressing… Business Office *guidance*. Perhaps we have failed to address this Guest's needs, because we haven't performed *our* preflight checklist (i.e. the Initial Guest Interview). Perhaps ourselves and our colleagues are scurrying about, confusedly moving without a sense of purpose. Maybe our office and/or ourselves are unkempt, disorderly, and dirty. Possibly we have no process and can be easily deterred from our current course of action. Most concerningly, when it comes time to make a recommendation regarding WHAT IT IS that we would recommend as *most appropriate* to ensuring our Guests are likely to enjoy a TERRFIC ownership experience, we instead approach the matter with ambiguity.

"I can tailor this anyway you'd like!"

WHAT?



Land the Plane (*continued)*

Prepare the plane ahead of time. Ensure it is in good working order, and everyone knows their duties. Manage the Business Office. Fulfill your obligation as a professional in an environment that is *comfortable* for your Guests. Provide *guidance*. Be the authority and LAND THE PLANE!

Guidance without ambiguity. Confidence without cockiness.

Thank you to Lauren H. for the inspiration for this Training Tip!

Think about it.

Good luck and good selling!

