

# POWERFUL SOLUTIONS

For maximum F&I profitability

## Down Time

Once again, it's the time of year when the deals are *not* flying at us with the usual vigor. As a result, we may telegraph anxiety and dread when an opportunity *does* finally present itself. This is obviously not conducive to production.

Why is this happening?

It's usually because we have been sitting around immersed in our own thoughts, a little too much, and maybe we have even been online burning up the credit card. It happens. As has been said, idle hands are the devil's workshop. Let's wrap the party up, pay the band, and move onward...

What do we do next?

Perhaps we might invest a little *less* in material things, and a little *more* in ourselves!

When is the last time we visited our friends in the Service Department? Remember *those* colleagues?? Many of our Technicians are mechanical geniuses. Have we become comfortable visiting these wrench-turning gurus? Hopefully. If so, we have probably learned incredibly helpful information, regarding ALL things mechanical and electrical, yet it is likely we have only scratched the surface. It is a near certainty that we have far *more* to learn. Let's seek to gain additional knowledge so that we may continue to uphold our obligation of educating our Guests. Knowing what's at stake regarding the exposure that accompanies the ownership of modern vehicles will always be valuable. We will certainly be better equipped to do so with more familiarization to the pertinent facts! Remember, though, a picture is worth a thousand words and around 35% of our Guests are visual learners. Information relayed to our Guests won't stick as well if it's only communicated verbally. Let's bring our phone with us to the shop and take lots of photos. Uploading these photos to our desktops so that we may show our Guests is incredibly helpful to getting the point across.

What about our friends in the Parts Department? While our Technicians can certainly demonstrate how to fix things (and what goes into making busted things unbusted), that is only half of the equation. Our Techs may not be as familiar with ALL the costs related to the associated pieces and components required to make things right! Our Parts colleagues will help us understand *this* half of the equation. Parts prices have sky-rocketed, and these lofty sums have a *massive* effect upon STAGGERINGLY high repair bills!



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## Down Time (continued)

Then we also have access to our Service Writers. Let's ask our friends on the Service Drive which message they would prefer to deliver... A). "Folks, I've got bad news. It's going to cost \$3927 to get you back on the road safely!" or B). "Folks, I've got bad news and REALLY GREAT news! First, the bad news... It's going to cost \$3927 to get you back on the road safely. The REALLY GREAT news is SOMEONE ELSE is going to pay for ALL of that drama to go away... since you *took advantage* of all the shelter provided for by your vehicle's service contract!!!" Our Service Writers can easily confirm that, given the opportunity, they would *be* delighted to *always* deliver the REALLY GREAT news *immediately* following the bad... (option B, of course, would be their preferred message). When our Service Writers are only able to relay the bad news, it isn't a good day for *anyone* involved. Our Writers will even be able to relay stories of the financial hardship experienced by our Guests, when these things occur, as well as the associated documentation to authenticate the stratospheric costs involved.

We may also invest a little time with our friends in Sales. Ideas we share with the Salespeople which enhance their success pay us *obvious* dividends in the form of additional opportunities. There are SOOOOO many ideas we might share. Perhaps we might also ask our Salespeople to consider the *likelihood* that their Guests will become long-term Consumers of their products when the Guests have a *wonderful* ownership experience (i.e. *someone else* pays the bill). Let's ask our Salespeople to consider the likelihood that their Guests will *return* for their future transportation needs when they don't experience expensive surprises. To get the point across, let's ask our Salespeople, "How comfortable will it be for YOU to have a *chance* encounter with your Guests in the Service waiting area?" We will go on to explain that perhaps their Guests are experiencing a mid-grade to major repair issue. Mary and Mike, for example, took advantage of the protections we have available in the Business Office. John and Susie didn't. With whom should our Salespeople expect to be doing future business? From whom should they expect a phone call??

Inspiration for this month's Training Tip came from Pam B. Thanks Pam!



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Think about it.

Good luck and good selling!



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