

POWERFUL SOLUTIONS

For maximum F&I profitability

Further Evidence of the INCREDIBLY Important Nature of Our Initial Guest Interview... EVEN If It's a Guest Leaving To Go Get a Draft

Our Salesperson comes scurrying back to the Business Office. "Hey, do you want to come talk with my Guests before they leave? They want to go to their Credit Union and get a draft. The Desk told me to come check with you, first..."

Nearly *always*, this scenario leads the Business Manager to object with disdain, "Woah, woah, woah... slow downnnnnn! Tell me about your deal..."

This response from the Business Manager sends the Salesperson's anxiety over the moon! They know their Guest is up, and practically out the door. Neither this, nor any other time is appropriate to chastise our Salespeople for a lack of control over their Guest. Far more effective, positive-reinforcement training ideas and processes are available to help mitigate these occurrences, but that's another topic.

Our best response to this Salesperson's pleas, at this moment, is to get moving, NOW, and get in front of these Guests! We all know the drill...

"Folks, I'll just need a few moments of your time, to verify your purchase criteria, and ensure that I'm able to have *everything* ready for you as soon as you come back to pick up your new/new-to-you vehicle. We want you to move through the process quickly *and* efficiently, providing you with a FANTASTIC experience!!! Congratulations, Mary and Mike... who's the lucky one getting the new vehicle, this time around?"

Mary replies, "I am, but we really need to get going so we get there before they close!"

Our reply might go something like this...

"I completely understand, Mary. We encounter these situations all the time. As a result, we have partnered with *many* of the best Lenders, in the area, for this exact reason. This provides us the ability to offer our Guests the convenience of completing their loan right here with us, oftentimes *through* their favorite Lender... provided that is with whom they can receive the terms they like. In fact, sometimes others have more favorable programs available... sometimes, of course, they don't. Our volume, here, gives us access to the *best* programs around! Our expertise in our field provides you with these benefits coupled to the peace-of-mind that your personal, private, non-public information is iron-clad protected with us! And we will NOT send you to multiple Lenders, for consideration, if that is your concern... at least if that isn't necessary and/or isn't what you want."



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Further Evidence of the INCREDIBLY Important Nature of Our Initial Guest Interview... EVEN If It's a Guest Leaving To Go Get a Draft (continued)...

We will continue with, "Lastly, Mary... Mike... by choosing to take advantage of our services... you will ALSO have access to INCREDIBLE peace-of-mind! The protective nature of the SECURITY we provide helps ensure you will enjoy a WONDERFUL ownership experience. In fact, as many do, your Lender may have offerings available, as well, with this same *intent* in mind. *Our* products, however, are sourced from the BEST Providers in the Industry. Why? Because... when you hear something, see something, smell something, something just isn't right with your vehicle... it's US that you'll be bringing it to for a look... the folks who sold you the vehicle, provided of course that's the most convenient option for you. If it happens to be a Dealership, say, on your way to your first trip in your new/new-to-you vehicle... maybe Destin, for example, and that MASSIVE doubt enters your mind, 'Does my vehicle really need THAT much work?!? I've never worked with these guys, and I'll probably never see them again! OMG, where am I going to get the money to cover this,' ALL that DRAMA is off of *your* plate for *all* covered repairs... parts AND labor, less your deductible!!! It makes perfect sense, too, when you think about it. If it's a product purchased from your Lender, there is that degree of separation. You won't be pulling your vehicle into their drive-through for a look! THEY won't be the ones diagnosing your vehicle's problems. Therefore, when you look at it that way, it isn't a stretch to consider the products they source may have gaps, in protection, that surface later... when it's time to make a claim."

Finally, to wrap up the sentiment with our Guests, "Let's sit down and take a look at the incredibly *affordable* options, available for you to take advantage of, right now."

That's it, and it beats the heck out of fielding the objection (when they come back with that draft sourced from their Lender), "Holy cow... if I had known about this, before I got this check, I would TAKE it. Too late now, I just want to get out of here!"

As always, let's provide our Guests with the opportunities to secure ALL the benefits of our protective products. Let's do it in a timely fashion so that, when financing IS involved, they have the opportunity to take advantage of premium quality protection, security, and peace-of-mind within their loan. The LAST thing we want to hear, the next time they purchase a vehicle is, "Nope! I bought that last time, and it didn't cover anything," because they spent good money on inferior products versus investing in premium protection with US!

Think about it.

Good luck and good selling!



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