

# POWERFUL SOLUTIONS

For maximum F&I profitability

## Enthusiasm or Anxiety?

We talk about this ALL the time. Enthusiasm or anxiety, with which are we infecting our Guests? And let's make no mistake... we *will* infect our Guest's mindset with whichever we are currently feeling. It's practically a law of physics!

Like gravity, we are certain to bring our Guests down if we are telegraphing anxiety... as effective as mace, it will repel our Guests. We can forget about them connecting with our communication efforts. Conversely, we will lift our

Guests up if enthusiasm permeates the air... attracting their attention, our efforts will evolve into protective/productive actions! We will communicate effectively, and *everyone* will want to get in on the action and join the party.

People are social animals. Our survival from the beginning of our time here has been interdependent with our fellow man. Our ability to "read a room," so to speak, or perhaps a cave, in the early days, has kept us from being eaten figuratively and literally. It is because of this survival mechanism that we tend to be very receptive to the "vibe" being given. Our audience WILL sense it, for better or worse, so we must choose to project enthusiasm no matter the day, week, or month we're having.

Since most of our products in the Business Office are intangible, the products won't dig us out of the hole into which anxiety puts us! A Salesperson of tangible items, be it automobiles or other physical goods, has the quality AND physical nature of the item to help with their cause. They still have a chance at a sale, even if they were out until dawn and just vomited in their office trashcan. It's a participatory fact. On the other hand, *our* products in the Business Office are essentially ideas, very *valuable* in their protective nature and quality, but also simply words printed on a document.

Because of this, PROCESS is critically important to *our* efforts. THIS is why it is relatively easy for new Business Managers to remain enthusiastic! Why? They aren't jaded by a prejudiced view of what works and what doesn't. *Everything* is new to them. Finance deal, cash deal, lease deal, good pay, bad pay... it doesn't matter. Each deal is greeted as a fresh opportunity. They are *not* interrogating their Salespeople about, "What you got," they are *not* skipping their initial Guest interview, and they *are* following their PROCESS... no shortcuts, no prequalifying... while maintaining *robust* column architecture to give their Guests a better than even chance of saying, "YES!"

When we develop an effective process and adhere to it enthusiastically, we WILL be communicating *effectively*. We will successfully share the pertinent reasons, reasons why it matters *to and for* our Guests as to why they will want/need to enjoy the shelter, security, protection, and peace-of-mind provided by our products. The reasons provided will explain why they do *not* want to leave themselves exposed to the perils of keeping a modern vehicle operating properly... on the back of *their* financial welfare!



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Partnership + Performance = Profit

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## Enthusiasm or Anxiety? (*continued*)

SO, let's keep the new guy/gal stink on us as long as possible and ensure we are telegraphing enthusiasm on every deal. If not possible... we better learn to develop a 10 second memory!

Think about it.

Good luck and good selling!



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