

# POWERFUL SOLUTIONS

For maximum F&I profitability

## The Slump

Slumps happen to all of us! When the 'Specter-of-Shabby-Production' appears for a visit, the question becomes... how long will our bad luck continue?

While accurately targeted, minor, seemingly insignificant adjustments may create *massive* gains to production... the *problem* is that it isn't always easy to *identify* what needs to change!

Just because we are aware of the *effect* does not guarantee we have identified the *cause*. Uncertainty of the cause, regarding what ails us, typically confounds our efforts to right what is maligned.

For example... when our vehicle's 'check engine' light illuminates, we seek assistance from trained Technicians who identify the problem via a computerized analyzer plugged into the On-Board-Diagnostic (OBD) system. This greatly reduces diagnostic times and is instrumental in pointing them in the right direction. Once the fault, or *cause*, is accurately identified and corrected, the resultant problem, or *effect*, is resolved!

So... currently *our* 'check engine' light has been illuminated in the form of a downturn in production. Unfortunately, we don't have an OBD system to determine what corrections are currently warranted.

What can we do...

Let's consider the following word-parings, left to right...

Weakness  
Sharp  
Humor  
Senselessness  
Confidence  
Cocky  
Contempt  
Slow  
Discipline  
Positive  
Chaos  
Enthusiasm  
Solution  
Obscurity  
Compassion  
Misdirection

Strength  
Dull  
Grief  
Intelligence  
Fear  
Humility  
Kindness  
Quick  
Neglect  
Negative  
Order  
Hesitancy  
Doubt  
Clarity  
Indifference  
Guidance



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With our list, we will first circle the word applicable to our current situation. We *must* be candid, here, for the exercise to yield productive results. Once we have identified the currently applicable descriptors, choosing the pertinent word from either the left or right side, we will pause to consider our status... Are any of the words we have circled (as *accurately* depicting our current situation) adverse?

It isn't difficult to determine which of the two descriptors will yield better production and, in turn, better-protected Guests... prepared for the unknown.

\*This is in no way intended to represent an all-encompassing list of desirable self-posessed traits and features. The intention is to serve as a conversation-starter. We are encouraged to add any descriptors we may personally identify as beneficial to our production goals, and the welfare of our Guests! Place the accompanying antonym opposite of the desirable descriptor.

If our message, and the accompanying recommendation we make (as to which of our Option Columns are most applicable to our current Guest's needs), is being lost in translation, this exercise will serve us well.

What do we *choose* to project?

Think about it.

**Good luck and good selling!**



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