

# POWERFUL SOLUTIONS

For maximum F&I profitability

## All-Inclusives, Savings Accounts, and What We're Famous For

"Folks, I realize the car-buying process can be daunting and time consuming. However, not reviewing your options, now... and forfeiting the opportunity to fully understand what's at stake could lead to catastrophic economic consequences! Let's look at what we can do to take *much*, if not *all*, of that risk off *your* plate."

Clearly, we have an obligation to our Guests to ensure they can make wise, well-informed decisions.

When we are on message, covered repairs lead to minor inconveniences... having to grab their things (such as their garage door opener and other necessary personal items from their vehicle), and placing them into their paid-for rental car. All repairs are paid for, 100%, for all covered parts and labor, less their deductible!

When we aren't on message, and the vehicle has a failure, inconvenience doesn't begin to describe the problem. The issue now becomes a feverish, frantic scramble to figure out where the money is going to come from, to fix what is malfunctioning and compromised with the vehicle! When something as simple (previously) as a windshield, can now easily cost over a thousand dollars and require costly Technician time for re-calibration of sensors, things have gotten complicated! In fact, once they leave our office, their Salesperson, Charlie, could probably consume a few hours of their time ensuring they are totally familiar with the touch-screen display system (if applicable) in their new vehicle. Even having done so, he would likely still not have time to teach them all its features and functions. They, like us, may still be learning about some of the goodies in their new vehicle... well down the road.

We have NOW shared this perspective with our Guest. They have decided that we have a valid point. They are engaged, listening to our product presentation, and are paying attention. At the conclusion, they still aren't convinced, *yet*...

What next?

We have covered much terrain in our 'Objection Handling' section. This month, however, we will review some techniques which have been shared by a few colleagues...



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Hat tip, Tom...

We may relate to our Guests that, "Folks... the 'Full-Mechanical' coverage could be compared to an all-inclusive resort. When traveling to an all-inclusive resort, often the cost of food, drinks, lodging, and entertainment is included in one price. You aren't required to pay as you go, those things are typically all included! The full-mechanical coverage is almost like an all-expenses paid vacation for your car! This is similar in the fact that during the term of the coverage, you aren't required to pay for covered expenses as they occur. Other than your applicable deductible, 100% of your repairs are paid for, for *all* covered parts *and* labor!

Hat tip, Tyler...

"If your partner asked you for \$3823 to place in a savings account and they would, therefore, from that time forward, guarantee the account would never run out of money to fix your car... for *all* covered repairs, parts *and* labor, less your deductible... for the *entirety of the coverage period*... *certainly* you would want to take advantage of that..."

Hat tip, Trey...

"What we're *famous* for is the *quality* of our coverage! To be sure, the piece-of-mind you have access to, via the protection we offer, is *highly* celebrated! Specifically, our Partners provide access to the best protection available for our Guests. We even have folks come in *from out of town* to take advantage of our offerings. In fact, 82% of my Guests," (he has an 82% VSC penetration, currently) "choose to take advantage of this opportunity!" And when Mary enquires about the other 18% who chose not to get one, he replies, "The reasons vary. Among the reasons... some vehicles are leased, some vehicles are too old, and some folks don't have the opportunity to take advantage of the protection within their finance package, when financing..."

Think about it.

Good luck and good selling!

