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For maximum F&I profitability

Let's Get This Interrogation Started... "Where Were You On February 12th, At Around 12:17 am?"

Our Salespeople bring us deals, and we love to immediately BLAST them with questions! They don't like it. Clearly, *no one* likes to be interrogated. They may even be a little scared that if they're honest and frank with us, about the particulars of their deal, that we won't work hard to get their deal put together. In fact, hostile reactions to these questions have even been witnessed. "Go find out for yourself," seems to be the soup de jour. Shortly, we will consider the types of questions we *may* have for our Salespeople, the reasons to ask, and the likely outcome. We'll get to that in a minute. However, let's first consider the questions we may currently be directing at our Salespeople and the reasons these questions may be derailing us...

It is usually *never* a good idea to interrogate our Salespeople when they bring us a deal. Questions like, "Whatcha got," breed contempt and resentment. Typically, our Salespeople are highly intelligent folks who have the reasonable expectation that we should do our *own* jobs. In fact, our Salespeople may even be aware (or at least suspect) that us Business Managers just might be earning more than them. No one in this position wants to feel as though we are asking them to do *our* job; that we are *using* them. We may as well say, "Come on, Charlie, I need a shortcut enabling me to do less work than you, so that I can make more than you." Talk about giving them a reason to dislike us! Furthermore, a typical response to the, "Whatcha got," question may go something like, "Oh my gosh, I don't know what you're going to do with this deal. I didn't even want to write it up, but the desk made me. They told me to write it up and get it into your hands... that, "We'll let it be the Business Office's problem!"

Congratulations, Business Manager! How's your headspace NOW?!? Enthusiasm, anyone??? Unlikely. And, as we have reviewed previously, our production efforts will be toast if we are telegraphing anxiety!



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The Salesperson's response may even lead to the creation of a menu with shallow columns. Afterall, isn't this likely because of hearing about a Guest's unrealistically LOW payment goals. Hmmmmm, let's think about that one for a moment... could it be *possible* that the Guests are LEAVING ROOM for the shelter, security, protection, and peace-of-mind provided for by our products, once everything is factored into the equation? Of course this is possible. We, on the other hand, upon hearing of our soon-to-be Guest's tight payment criteria, formulate a menu with shallow columns. This makes it incredibly difficult for our Guests to see enough value in our full suite of products, leading to under-protected folks who are now exposed to a variety of risks.

Now, let's consider 4 questions we *may* have for our Salespeople...

1). **"What do you like about your Guests?"** This question is going to yield a response focused upon a positive trait (or traits), which will enhance our enthusiasm. Enthusiasm infects in productive ways.

2). **"What does your Guest *like* about their old vehicle?"**

3). **"What does your Guest *dislike* about their old vehicle?"** Both of these questions will provide our Salespeople with reinforcement regarding the important nature of this information, VERY helpful to *their* efforts! All this, while helping *us* gather valuable intel about things like potential recent repair issues and the changing needs of these Guests. This will enhance our relatability quotient.

4). **"Tell me about the condition of your Guest's old vehicle."**

This question will unpack perspective on usage and habits, enabling us to address needs more effectively. Once again, our relatability quotient will be enhanced.

THAT's it!



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For everyone's benefit, perhaps we might skip the interrogation and prevent our Salespeople from holding us in contempt. We *will*, however, seek insight from our Salespeople in the aforementioned ways, boosting our enthusiasm and relatability quotients. We will then quickly get in front of our Guests, securing information of service to the pursuit of our job requirements via a proper Guest Interview. We will formulate our own determinations and EARN our keep.

Thank you, Jeremy K., for the inspiration for this month's "Training Tip"!

Think about it.

Good luck and good selling!



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