

POWERFUL SOLUTIONS

For maximum F&I profitability

Vacations

I'm often surprised by how few Business Managers ask their customers (during the interview), "Who's the lucky one getting the new car this time around?" By asking the question, we are confirming with whom our focus is warranted (when more than one party is present) and creating a segue to, "Congratulations, Mary! Where are you taking the first trip in your new car?"

Now there are a few reasons for this question, not the least of which is the fact that, particularly at this time of year, many folks purchase vehicles just prior to leaving for vacation. The query provides upbeat topic for conversation creating a positive, stress--relieving image in the customer's minds. Additionally, we may need to fall back on the answer after our menu presentation. I'll explain.

We cover the menu with Mary and Mike. Mary looks at Mike, then back at us and states, "I just don't think we need it." This is a situation where we simply haven't given our guests a reason to say yes, yet. Instead of printing your declination form and moving on, consider this approach.... "Mary, I have every confidence you'll fall in love with our shop. We have a Service Department full of talented folks. Our friendly, helpful Service Advisors, highly trained, factory--certified Technicians, experienced Service Manager, and many other key personnel all have one goal.... keeping you on the road. We'll earn and maintain your faith and trust. However, while on your trip to _____ (fill in the blank here with the destination), you hear something, see something, smell something, feel something; unfortunately, you're not going to have access to our staff. You take the car to the local service provider and get the bad news. They tell you it's going to cost \$3,927 to get back on the road safely. It is at this time you'll have to make a judgement call and ask yourself..."does my car really need \$3,927 worth of repairs? Could I get back underway safely for \$900? Do I truly need to spend any money?"... "You're on vacation. You don't need this drama! With the full mechanical coverage, the problem could evaporate. Almost everything is covered, save for your wearable maintenance items, affording you the freedom to exclaim..."No problem boys, verify it's covered and make it happen. If it takes \$5,927 to make it right and they say okay, lets do it. Oh, and by the way, could you get me a rental car, I've got places to be. I'm on vacation!"

Mary states, "You're right. I don't need those hassles while I'm on vacation or any other time" to which you respond, "would you like to stick with the 5 year/75,000 mile full mechanical coverage we talked about, or upgrade to 6 year/100,000 mile?"

Give it a try.

Good luck and good selling!

