POWERFUL SOLUTIONS

For maximum F&I profitability

How AI May Be Factoring Into Your Lender's Decisions

References to AI are currently everywhere! It's practically inescapable at this point. We are witnessing a modern renaissance in the way things are done that is probably at least as substantial as the impact of the internet and even the industrial revolution. For better or worse, it is here. Everyone is clamoring to tap the power of this tool.

There is little doubt that Lending Institutions are utilizing AI to compliment the decision-making authority of their traditional Analysts who make credit decisions every day. Get the decision right, and profitability is maintained via interest earned on the loan. Get the decision wrong, leading to a bad risk, and the Lender isn't paid back in a timely fashion possibly resulting in a repossession and potential overall loss to their Organization. Clearly, this is banking 101.

How might we apply this information, practically, to our conversations with our Guests? As usual, the following word tracks are utilized to provide ideas to be distilled down into your own words.

Perhaps it may go something like this…

"Mary, Mike, we've all heard of AI. Confidence is HIGH that AI may have factored into the decision regarding your loan approval, today. Now, based upon my incredibly limited understanding of AI, there are some pretty smart people behind this technology. In fact, it would seem as though AI acts like a funnel. In my mind, I visualize the narrow part of the funnel to sort of represent the culmination of all that knowledge to develop, ultimately, a decision regarding the parameters upon which your loan is based. This includes the fact that they are willing to allow you to take advantage of the protective provisions, within your loan package, of these product options we have discussed. Clearly, they, like you and I, are aware that probably more than occasionally folks have a tendency to get jammed-up when facing the reality of a monthly vehicle payment PAIRED WITH a repair payment. Based upon my understanding of things related to Banking, the Lenders have no desire to take your vehicle back via repossession… they simply want your loan paid back as agreed because they make their money on interest payments. The Lender has gotten behind you in their decision to support your loan offering, today, and are willing to allow you to take advantage of the additional benefits we have reviewed here in your loan package. Certainly, you'd like to take advantage of this opportunity to eat the elephant a little bite at a time, compared to choking on it all at once, when the need arises later! Additionally, doing so now allows you to earn admission for and at the current levels of protection before loss-ratios force downward revisions to the current level of protection and/or at a greater required investment! We have this one opportunity to do that in your loan package while we are writing your loan contract. Certainly, you'd like to exercise your option to do that at this time… "



How AI May Be Factoring Into Your Lender's Decisions (continued)

Distilled down into an easily relatable and concise sentiment, it may be stated…

"Confidence is HIGH, Mary and Mike, AI may have been involved in your Lender's decision, today. Confidence is HIGH AI knows people get jammed-up facing a repair payment PAIRED WITH their car payment! Confidence is HIGH AI was involved in your Lender's decision, today, to let you take advantage of these benefits in your loan package."

Let's keep our eye on the ball, here. Banking is BIG business and it's risky! Because of this, our Lenders are obviously utilizing state of the art tools in their decision making to formulate decisions regarding loan parameters. Once we have shared this perspective with our Guests, it may help them formulate a more well-informed decision. As usual, perspective left undiscovered leads to lost opportunities. Under-protected Guests are UNHAPPY Guests when it's time to pay the bill!

Thank you to Anthony B. for the collaboration and inspiration for this month's "Training Tip"!!!

Think about it.

Good luck and good selling!

