

# POWERFUL SOLUTIONS

For maximum F&I profitability

## The Big Picture

Launching an automobile dealership is an incredibly complex and expensive undertaking! The planning, the franchise (for new-vehicle operations), the real estate, the facilities, the utilities, the personnel, the equipment, the products, the insurance, and the advertising are just *some* of the necessary ingredients to prepare the organization for business. Once successful, having provided sought after goods and services in an environment catering to these transactions... cash flow occurs and, when done correctly, profitability results. Once underway, the good business practices of a well-run Dealership yield an incredibly positive economic impact to the store's neighborhood! Many of a given store's employees live nearby, able to support their families and communities as a result of their role within the team!

All these things having occurred, and the positive results they entail... it's hard to think of something that destroys profitability (and the store's ability to accommodate things like raises and improvements) more than the parasitic drain of a *necessarily* high advertising budget. If huge ad dollars are required to keep our Guests in front of us, especially for an established store, we are missing something...

How is this waste prevented?

We in the Business Office have a direct hand in mitigating the need for these destructive expenses, but we must be on message. When we perform effectively, our Guests choose to take advantage of that which we have available to protect their investments, avoiding the financial peril which may occur as the result of unforeseen calamity. Naturally, when our Guests aren't paying the BIG money to correct issues that occur, they are certain to have a much more positive ownership experience! Happy consumers tend to stick with what they know. They will, therefore, be far more likely to seek future solutions to their transportation needs from *us*! To help ensure we are on message, let's consider a key difference between that which we offer, versus that of our colleagues in the front of the store...

When our Salespeople's Guests walk onto the showroom floor, they are typically well-educated regarding the vehicle they are there to see. In fact, oftentimes new vehicle shoppers may even possess knowledge unfamiliar to their Salesperson. These folks have devoured everything they can find about the solution to their transportation needs, and why not? Afterall, these vehicles are *crazy* expensive, and it is the Guest's job to ensure they are getting the most for their money; best accommodating their needs, all while not overpaying.



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Partnership + Performance = Profit

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When our Salespeople's Guests become our Guests, they are *not* typically well-educated at all about *our* products. They certainly aren't likely to know more about our products than we do.

They aren't aware of the specific details of *our* products, *who* backs them, what makes our products *different* from the other Providers out there, and why *we* have chosen these *specific* products to offer! Our Guests aren't likely to discover *any* of these very specific opportunities, waiting for them to take advantage, if we drone on like the Business Manager up the street or the person offering the loan at their credit union! If we aren't offering a reason that makes sense *to our Guests*, a reason for potentially investing several thousand additional dollars to protect their transportation needs, they aren't nearly as likely to take advantage of what we have available. They aren't likely to be saved from a bad decision. They aren't *nearly* as likely to be assured of a positive ownership experience, such as that which *we* have provided, by making available the products which we have, for the aforementioned reasons...

Spread the word!!!

Think about it.

Good luck and good selling!

