

# POWERFUL SOLUTIONS

For maximum F&I profitability

## At What Cost a Lack of Deductive Reasoning

If our Guests get their desired outcome, we, in turn, *will* get our desired income! *This* sentiment could easily be considered our guidepost. In fact, challenges have long been issued to new students to reorient their direction from that of a gross-driven philosophy, to one of effective communication as the goal. In other words, instead of calling to express excitement for the \_\_\_\_ pounder we had last night, or the \_\_\_\_ gross day we had, perhaps we might consider how *this* may sound to others. If others, upon overhearing this conversation, would formulate negative opinions, we may want to change the context of the conversation. Perhaps a more appropriate point to make would be to contact me with the same level of enthusiasm, expressing how effectively the communication ran. Something along the lines of, "Let me tell you about my day, yesterday. I had multiple different Guests, many of which were clearly NOT prepared to give much consideration for my products prior to our review of the circumstances involved. Once we discussed the nature of modern engineering, labor rates, and parts costs, as well as repair efficiency... each of my Guests decided to take advantage of the security, protection, and piece-of-mind provided by the financial shelter of these products!"

As Business Managers, we are here to educate and teach, to inform and share perspective (please, only *just* enough perspective... remember the pitfall of being construed as the smartest person in the room) with our Guests, ensuring they are equipped to make fully informed decisions. When successful, we will have done our part to assure our Guests enjoy a *positive* ownership experience. Sometimes, however, our efforts will meet impediments.

It is NOT our Guest's obligation to alert us as to where our communication efforts are breaking down. The responsibility is ours... ours to identify what is being lost in translation. When we leave opportunities unidentified, our Guests leave under-protected. THIS is a place no one wants to find themselves, a *terrible* place to be when they receive the *awful* news in the Service Drive... "It's going to cost ME HOW MUCH to get me back on the road safely?!?" This results in an unfavorable outcome for everyone. Our Guests may encounter untenable levels of financial stress, short term, via crushing repair bills. And that is IF they can afford the bill in the first place. Our Guests may be forced to leave with the problem unresolved. Perhaps they seek a resolution to the calamity from a less well-prepared facility/individual and the outcome is misdiagnosis and/or improper installation. This would ultimately lead to more loss of use, higher rental car bills, and larger overall repair bills. Regardless, our store will realize diminished rates of return, long-term, among the Guests we had *previously* earned.



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Partnership + Performance = Profit

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## At What Cost a Lack of Deductive Reasoning (*Continued*)

In part, how do we, in the Business Office, prevent this?

Let's consider keeping our motivations centered around the welfare of our Guests via the top-down approach of deductive reasoning. We ALL know that our HAPPIEST Guests are those who pay NOTHING for ALL covered repairs, parts AND labor... less their deductible!!! Of course, not everyone presenting to us knows fully what's at stake. Let's get in front of each of our Guests as quickly as possible, get to know them and their needs, and provide solutions to these specific needs with all due expediency. Assuring they are well and fully protected when they leave our office is the best way to ensure they enjoy a *wonderful* ownership experience! They will have, therefore, received their desired outcome and we, our desired income...

Think about it.

**Good luck and good selling!**



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