

# POWERFUL SOLUTIONS

## For maximum F&I profitability

### Credibility & Attention to Detail

Credibility is defined as the quality of being trusted and believed in. Truer words I can't think of as being more critical to the success of our goal, satisfying our customer's need for peace of mind. We are presented with a very narrow window of opportunity to establish credibility with our customers whom, oftentimes, have never met us before. Any missteps during this time will almost certainly lead to distrust. As we all know too well, once this happens, it's nearly impossible to reverse course.

Consider it a learning experience and avoid making those same mistakes in the future.

Think about that last sentence for a minute....

*Are we paying close enough attention to what we are saying and the customer's reaction to it or are we dismissing our failures as another route of bad luck? Without an accurate understanding of why we are failing, we are doomed to continue making the same mistakes. In the words of someone smarter than I, "don't do that".*

Even if you have the world's strongest presentation, you aren't communicating effectively ALL the time. Whether this applies to you or you have more work to do to get there, everyone benefits from acute attention to detail.

Think about it and adjust fire accordingly.

**Give it a try.**

**Good luck and good selling.**

