POWERFUL SOLUTIONS

For maximum F&I profitability

Erik Landrum's F&I Training Tips

How to Present Your Menu

- Menu Presentation
- Column Structure (with a Proprietary Maintenance Product)
- Waivers (Disclosures) & Inexpensive Products
- Your Product Line-up
- Apologizing for Your Menu, and Working with The Interrupter
- The Best Rate, Sorting Out the Details, and The Surprise Ending
- Supporting the Cause Via Deductible and Educating
- Reacting Quickly, Building Rapport, and Avoiding the Pitfalls Caused by Guessing Usage Patterns
- Robust Column Offerings
- "But we don't drive that many miles!" & "Are you telling me this is a bad car?"
- Looking Back, Analyzing Current Events, and Looking Forward
- Poachers
- Used Vehicles
- Pivoting on Our Toes Versus Reacting from Our Heels
- Watch for The Changes
- Customer Profiles
- 100%
- Keeping Things Moving Via Transitional Segues
- "We're probably not going to be purchasing what we did, last time."
- Bundle Up?
- Bundles Delivered
- (minor) Process Changes
- Menu Architecture (some Psychological Considerations)
    - o Historical Revisionism
- Bookouts, Lenders, and Deductibles
- The Rockstar Who Dropped The Mic
- The 100% Rule and To GAP Or Not To GAP
- Used Vehicles (Revisited)
- A Downturn Of Volume
- Process Changes...STOP Thinking Like A Business Manager
- The Big Picture
- The Competition
- Lucidity Versus Lecture

Partnership + Performance = Profit

CONLEY INSURANCE GROUP, INC.

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Objection Handling

- 45 Cents Per Hour
- Loss Ratios, Actuaries, and Risk Aversion
- Uninformed Risk Acceptance and Self-Insurance
- Vacations
- Verify-Empathize-Address
- Rain Grooves, Tire Repairs, and Redirection
- Depreciation
- Option Column Objection to VSC Segue
- Motivation, Suppression, and Maintaining Control
- Do I Have To Buy any Of This?
- Fielding Some Common Objections
- Near-new Coverage, Consequential Damages, Back-end Guidelines, and Leadership
- “No Thanks, I'll Self-Insure”
- The Business Card
- Missed Tells (on Finance Menus), Staplers and Mobile Phones
- Intangibles, Providing Perspective, and Outside Liens
- “But we don’t drive that many miles!” & “Are you telling me this is a bad car?”
- Watch for The Changes
- Keeping Things Moving Via Transitional Segues
- “We’re probably not going to be purchasing what we did, last time.”
- Competitive Forces
- Concessions
- Segue Via Comparative Association
- The Discount Endeavor (Concessions…Part Two) and A Recap of Our Process
- High-Tech VSC’s
- The Lowest (cheapest) Bidder
- Uncertainty
- The Quality of That Which We Offer
- All-Inclusives, Savings Accounts, and What We're Famous For
- Inflation and Loss Ratios
- The Assumptive Close Regarding Payments
- Self-Insurance (Revisited)
- The Helpful Advisor
- "...we'll just trade it in!"
- *Tact* for the WIN!!!

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Interacting with Colleagues/Internal Customers

- Persona Non-Grata
- Store Average Credit, Checklists, and Working Conditions
- Leadership Through Mentoring: Improving the Back-end Via the Front
- Motivation, Suppression, and Maintaining Control
- Internal Customers
- The Message
- Helping Service Writers
- Sharing, Believing, and Cringing at the Bad Karma
- Defending Yourself Versus Recognizing Opportunities for Improvement
- How Do You Make Them Feel?
- Intangibles, Providing Perspective, and Outside Liens
- Customer Profiles
- 100%

When to Present Your Menu

- Document Presentation and Menu Introductions
- How Do You Make Them Feel?
- Intangibles, Providing Perspective, and Outside Liens
- Keeping Things Moving Via Transitional Segues
- "We're probably not going to be purchasing what we did , last time."
- (stressful) Times

Administrative Topics

- Improvement via Goal Setting, Accuracy, and Tracking
- Clerking Outside Liens versus Managing the Business
- Goals, The Forward Observer, and Adjusting Fire
- Lenders
- The Message
- Near-new Coverage, Consequential Damages, Back-end Guidelines, and Leadership
- Cancellations
- Helping Service Writers
- Sharing, Believing, and Cringing at the BAD Karma
- Defending Yourself Versus Recognizing Opportunities for Improvement
- Making Sense and Protecting the House
- Looking Back, Analyzing Current Events, and Looking Forward
- Poachers
- All Caught-Up Inside Your Own Head?
- Easy Adjustments
- Bookouts, Lenders, and Deductibles
- The Common Denominator
- Darned New Guys/Gals...Salesmanship
- The Slump
- Direct-Mail Pieces Our Guests Receive and The Opportunities They Present
- More Process Changes...Making It Easier for Our Guests to Say, "Yes!"
- More Process Changes...Identifying Issues by Lending a Critical Eye to Our Menu and Listening for the 'Tells'
- Shedding the Look
- Rate Increases
- Inconvenience, Habit, and Identity
- It's What We Do

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Product Knowledge

- Credibility & Attention to Detail
- Product Knowledge
- Mechanics and Tools
- Guaranteed Asset Protection
- Owner's Manuals
- Complexity
- Near-new Coverage, Consequential Damages, Back-end Guidelines, and Leadership
- Perspective
- Limitations
- Rate Increases
- Manufacturing and Engineering Changes
- Electric Vehicles and Hybrids

Going Forward

- Improvement via Goal Setting, Accuracy, and Tracking
- Goals, The Forward Observer, and Adjusting Fire
- Looking Back, Analyzing Current Events, and Looking Forward
- All Caught-Up Inside Your Own Head?
- Easy Adjustments
- The Importance of Maintaining a High “Meh” Quotient
- The Race To The Bottom Is Over (at least temporarily)
- Is It Really A Canard? (In A Foxhole, There's No Such Thing As An Atheist)

Time Management

- Charge-backs
- Motivation, Suppression, and Maintaining Control
- Reacting Quickly, Building Rapport, and Avoiding the Pitfalls Caused by Guessing Usage Patterns
- Customer Profiles
- Vacations
- Timing Really Is Everything

General Communication Skills

- Cadence and Inflection
- Enhanced Communication Skills via V-A-K
- The Message
- Near-new Coverage Consequential Damages, Back-end Guidelines, and Leadership
- Educating Versus Selling
- Projection and the Self-Fulfilling Prophecy
- Missed Tells (on Finance Menus), Staplers, and Mobile Phones
- Reacting Quickly, Building Rapport, and Avoiding the Pitfalls Caused by Guessing Usage Patterns
- Defending Yourself Versus Recognizing Opportunities for Improvement
- How Do You Make Them Feel?
- Making Sense and Protecting the House
- Watch for The Changes
- Perspective
- All Caught-Up Inside Your Own Head?
- Easy Adjustments
- Customer Profiles
- Familiarity Breeds Contempt
- Selling The House
- Your Old Vehicle
- More Perspective (to help get the point across)
- "The Rent Is Too Damn High!"
- The Surprising Downside to Keeping All of Those Creature Comforts AND Safety Features More Affordable
- Motorcycles and Memories