

Dealership Development, Inc.

Main: (847) 382-1095

Fax: (847) 382-1083

Two Day F&I Workshop

Dates: September 21st & 22nd

9:30a.m. – 4:30p.m.

Location: 1250 Grove Avenue - Barrington, IL 60010

DAY ONE

❖ Consultative Selling

Being prepared before the selling starts
How to create a relaxed, trusting environment with your customers
Non-confrontational selling

❖ The Menu

Psychology
Philosophy
Electronic vs. Paper

Review the role the menu plays in compliance
Review the role the menu plays for increasing profits
How many products should be offered
Introduction of benefits

❖ Value Selling

Service Contracts

Difference between a service contract and a warranty
Benefits of a service contract
4 Steps to the service contract sale
The close

GAP

Benefits
Value selling

Maintenance Program

Benefits to the dealership
Benefits to the customer
Value selling

DAY TWO

❖ Value Selling

Road Hazard/Tire & Wheel Warranties

Benefits to the dealership
Benefits to the customer
Value selling

Appearance Protection Package

Benefits to the customer
Value selling

❖ Review all products & selling procedures

❖ Simulate entire delivery process

❖ Compliance

Safeguarding
Red Flags
Yo-Yo Deals
Spot delivery paperwork/arbitration agreements

Dealer:

Ph#:

Fax#:

Address:

City/St:

Zip:

1.) Enrollee:

E-mail:

2.) Enrollee:

E-mail:

3.) Enrollee:

E-mail:

4.) Enrollee:

E-mail:

Dealer Contact Name:

Ph#:

E-mail:

Investment \$395 per Student

All checks must be made payable to "Dealership Development, Inc."

Checks must be received prior to the start of the seminar.

Call 847-382-1095 to make a reservation.