



WORKSHOP AGENDA

The spotlight is on your F&I department more than ever before in history. The media continuously discredits dealership ethics. The information on the Internet has created more savvy customers, and the car business nationwide is replete with pending lawsuits. You can no longer afford to conduct business as usual. You must step forward and lead by example. Inform your finance manager that while striving for increased profitability, your dealership will utilize only ethical business practices from now on. Chernek Consulting's Masters Series Closing Tools Workshop is designed especially for dealerships who want to maximize profits without fear of potential law suits. You can increase profits without breaking laws!

Every dealership should evaluate department procedures and personnel periodically, to ensure they are working efficiently and effectively. Most will discover they need a new or updated plan of attack, especially if they want to operate on the cutting edge of technology. Since the goal is to sell finance and insurance—our workshop teaches real world techniques that have been proven to increase products sales and profits significantly. It's not true that old dogs can't learn new tricks. Becky has helped literally hundreds of other dealership personnel and she can help you and your finance managers establish the best possible strategies and techniques for offering your products while increasing profits!

Workshop Bullet Points:

- How an F&I department evaluation keeps you in business.
- How you can dramatically increase your F&I revenues.
- Why inconsistency in F&I product and pricing kills profits.
- How to remove pressure tactics from the F&I selling process.
- How to dramatically reduce the time customers spend in the F&I office.
- The five keys to profitable menu selling.
- Why all management personnel should know the menu selling process.
- Why F&I departments are under fire and how to avoid legal problems.
- How to increase product penetration and product PVR.
- How to properly evaluate F&I products, including the limitations.
- How to use dealer-tested solutions for overcoming objections and closing sales.
- Why an Internet business site is essential in today's changing marketplace.
- Why an Internet manager must be trained in finance and sales management duties.
- How an Internet site should be used to generate leads and close sales.
- Why Internet and finance managers must work together to close sales and raise profits.
- Why every manager must study the Internet competition in vehicle and product offerings, pricing, and sales tactics.
- Why every manager must study edmunds.com, cars.com and eLoan.com

Workshop Agenda:

Closing Tools is a three day- workshop. Its systematic approach enables you to present 100% of your products to 100% of your customers 100% of the time, without increasing your customers' natural urge to resist your sales efforts. Not getting the results you were promised with menu selling? Find out why your menu selling efforts aren't getting the job done. Expect an enthusiastic and interactive training session that will keep you completely captivated and on your toes. The course material has been carefully designed to provide you and your managers (at every level of experience) with a host of tools and techniques...ones that can be immediately implemented and effectively utilized. You will leave with ideas and tools to close the sale in abundance. Menu selling at your dealership will never be the same. And that's a promise!

Closing Tools Day One

Workshop 9:00 AM – 5:00 PM

Compliance Fundamentals

- * Truth In Lending Act
- * Regulation B
- * Deceptive Trade Practices Act
- * Negative Equity Disclosure
- * OFAC-Patriot Act
- * and a host of other critical compliance issues!

Desking Deals for Menu Sales

- *Establishing Price And Payment
- *Turn-Over To Finance

Sub Prime Desking

- *Maximize Profitability And Increase Sales

The Interview Process

- *Qualify the customer for product sales. Deals are made on the golf course not in a board room!

The Credit Interview

- *Getting the Loan Approved

The Menu Presentation

- *Full Disclosure
- *Product Knowledge
- *Product Pricing Consistency

Closing Tools Day Two

Workshop 9:00 AM – 5:00 PM

Role-Play Activity

- *The Interview Process
- *The Menu Presentation

Overcoming Objections

- *Service Contracts
- *Gap

- *Theft-Anti Theft Devices
- *Credit Life/Disability
- *Windshield, Lease Wear & Tear, Tire & Wheel, Maintenance
- *Aftermarket Products

Closing Tools Day Three

Workshop 9:00 AM – 12:00 PM

Role-Play Activity

- *The Interview Process
- *The Menu Presentation
- *Overcoming Objections

Cash, Lease & Credit Union Conversions

- *Ordered Units and Dealer Exchanges

Menu Templates & Software Options

- *CCI endorses Pro-Menu -