

# Maximise F&I profits

## Grow your F&I profit



### An essential course for the experienced dealership Business Manager!

This action-packed 1-day program is designed for dealership Business Managers to improve skills and re-focus their energies to growing profit. Issues such as

- Increased competition and options for customers
- Internet alternatives
- Decreasing vehicle brand loyalty making customers shop more

make it increasingly difficult for Business Managers to maximise their return on investment. This program is designed to tackle most of these issues head-on.

### Course Objectives

- 🔥 To Identify trends in today's finance market
- 🔥 Understand the key ingredients of successful Business Managers
- 🔥 Review the Road to a Sale for Finance
- 🔥 Examine a range of objection handling techniques
- 🔥 Understand how to grow the financial services business in a dealership

**One Day Only**

**Date TBA**

### Session Plan

#### 9.00am Introduction & Welcome

- Trends in finance
- The skills of a Professional Business Manager
- Working with the Sales Team

10.30am Morning Tea

#### 10.45am The Finance Sales Plan

- The modern F&I process to build value and profit
- Quoting to customers & salespeople and keep control

12.30pm Lunch

#### 1.30pm Maximising the sales process

- Role-play customer profiles
- Handling objections

3.00pm Afternoon Tea

#### 3.15pm Generating new business

- Pro-active ways to increase sales
- Building loyalty and repeat business

4.45pm Action Plans and Close

### Course Fee

\$345\* for MTA Members

\$390\* for non-MTA Members (\* plus GST)



A booking form can be obtained by:

1. Phone **8208-4888** and request one to be sent to you
2. Email [info@automotivebusinesscollege.com](mailto:info@automotivebusinesscollege.com) and write "Booking Form" in the subject
3. Visit our website [www.automotivebusinesscollege.com](http://www.automotivebusinesscollege.com) and register for the course

