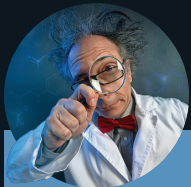


Certainty Drives

F&I Success

“Objection Doctor, I know that my product penetration levels and overall \$PVR needs to improve, but I’m hesitant to push a customer too hard as I don’t want to upset them after they say NO.

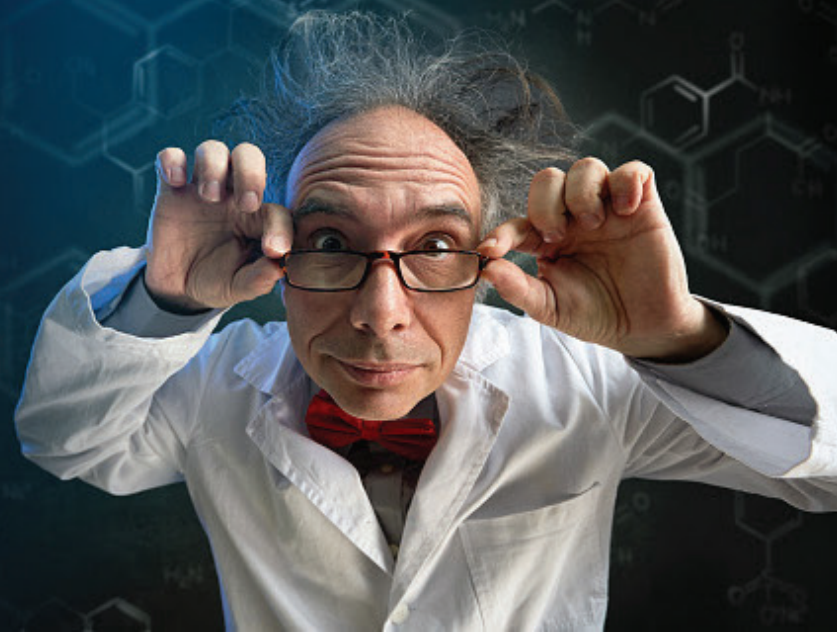
How can I sell more and not offend anyone?”



THE CURE:

Utilizing these phrases will help you keep the conversation flowing through those pesky “NO’s” and ensure the customer takes advantage of your ownership improving products.

**Your feelings do count in the F&I office...
The Dr. has to run now, as he has a waiting room full of patients.**



THIS IS A CLASSIC CASE OF “HOW FAR IS TOO FAR?”

Never fear, the Dr. is here to help. You must remember that your feelings count in the F&I office. The use of knowledge is power, but your feelings about a product resonate deeply with the consumer. Attitude has the single greatest effect on your ability to lead and sell, but the next greatest factor is certainty:

- High levels of certainty only exist among top producing F&I Professionals
- Believe in what you sell, and that it is the right thing for the customer
- Believe that your product carries a value proposition
- Become unapologetically persistent because you have no doubt in the value of the product
- Work on your conversational skills so the customer can ask questions and you can easily transition related topics, and keep the conversation flowing even after the customer declines your offerings
- More sales are made after the fifth to seventh attempt, yet 90% of F&I Managers are not equipped to persist through one or two NO’s

Transitional phrases include:

“That surprises me you said that, because of what you shared with me earlier, there are a couple of things that really seem to make sense in your situation.”

“You never want to be in a situation where you could be writing a 2nd check in addition to your car payment.”

“In order to make the best decision, you need to know some additional information. May I share it with you?”

“I am going to strongly recommend this practical option...”