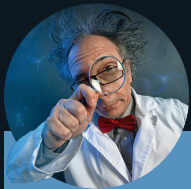


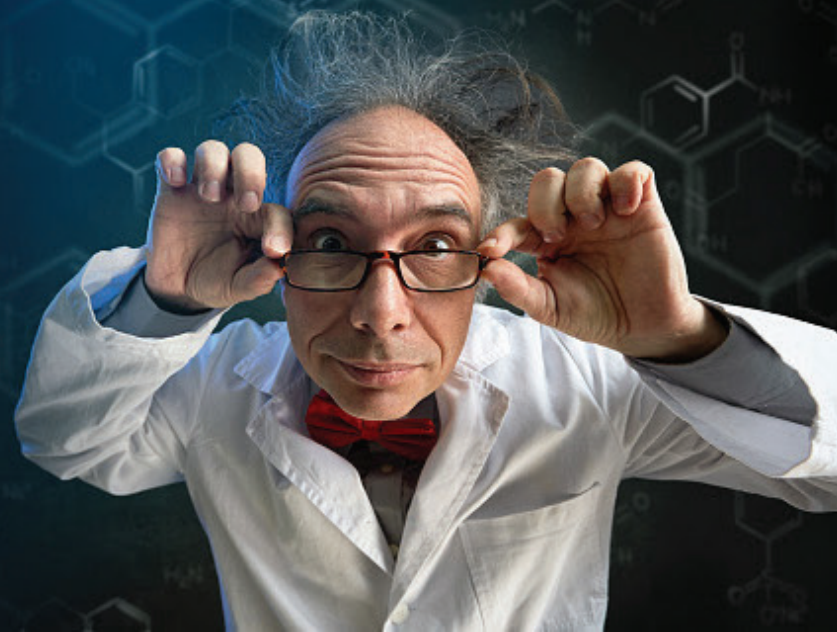
Engage Early, Drive Results

“Objection Doctor, climbing interest rates and cash buyers are hurting my \$PVR. What would you recommend to keep industry trends in check and keep my \$PVR intact?”



THE CURE:

“Carefully planning your daily activity cycle will keep your attitude fresh and your \$PVR high!”



SIMPLE PRESCRIPTION HERE... UP YOUR ACTIVITY LEVEL!

Mornings

1. Conduct your Daily F&I Rally with the Sales staff. Review pending deals and deliveries for today.
2. Check and correct contracts in transit issues. Cash flow is the lifeblood of every dealership.
3. Review your F&I log and search for lost opportunities. How could you have responded differently to handle an objection?
4. Role play for 10 minutes, watch a video, or read an article on your craft. Always seek out new techniques to hone your skills.

Afternoons

Practice management by walking around. Early involvement with the Sales reps on deals is critical to proper exposure to valuable F&I products. We might even catch someone going to their own bank or credit union that we do business with.

1. Call a lender, build relationships. Human beings have a sense of reciprocity about them.
2. Getting to know your lenders goes a long way toward getting difficult deals bought.
3. Gather the idle Sales reps and have them demonstrate a Chemical package walkaround.
4. Practice makes for a perfect presentation & increased sales.

Evenings

1. Complete entry of all pending credit applications before going home. Be 1st in the lending queue tomorrow morning.
2. Package up all deals and submit them to the office before going home. The office shouldn't have to ask you for the previous day's deals. Get them bundled up neatly and turned in for funding.
3. Turn into the dealer or GM your Daily Production Report. Always let the Dealer and or GM know what you got accomplished daily. The more you share, the more valuable your department becomes for overall dealership health.
4. Check the delivery log for tomorrow and prepare the necessary documents. Being prepared for tomorrow allows you to start fresh again with morning activities instead of playing catchup.