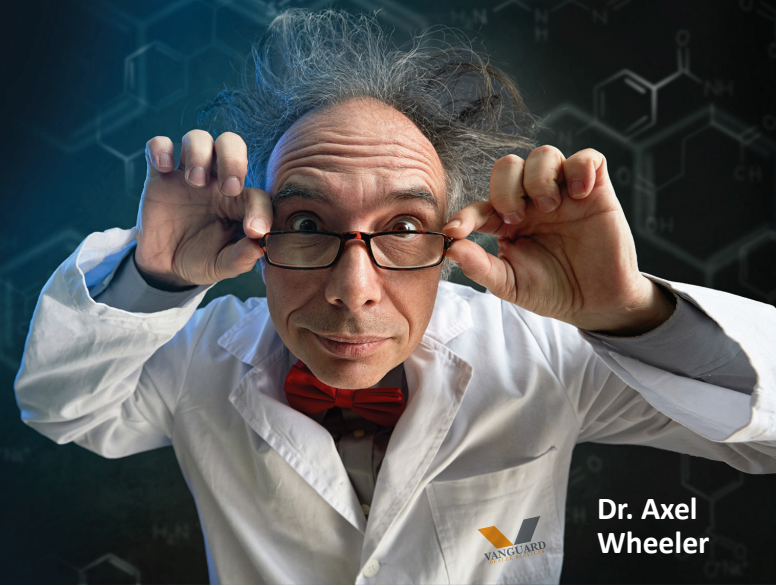


## Empower Sales,

### Drive Success

“My Sales Reps are not “planting the seed” for our F&I products, so far too many customers are coming into my office and hearing about these valuable programs for the first time. Help me Objection Doctor!”



Dr. Axel  
Wheeler

**The Doctor knows that planting the seed is the 2ND STEP in successful gardening or selling.**  
**THE 1ST STEP IS CONDITIONING THE SOIL OR FOUNDATION IN WHICH THE SEED OR IDEA GROWS.**

#### Here are a few ideas to help:

- Actually, ask the sales team members for their help. Most will comply...
- Educate them with material proof of claims paid, R.O's paid by service contracts.
- Quote customer pay labor rates and average R.O. \$\$ in your store.
- Make sure they understand the benefits of a service contract to the consumer.
- Demonstrate to them the difference that an Environmental Protection Package makes to trade value, as “condition” plays an enormous role in variances in appraisal.
- Don't be afraid to ask the salesperson if they demonstrated or explained the programs to the consumer. If not, then send them back out to explain it prior to meeting with you.
- Make sure your salespeople understand how to explain the manufacturer's warranty and the Used Vehicle Buyer's Guide to the consumer and that extended protection is available.
- Ask them to mention it again as the salesperson is escorting the customer from your office, for that last chance effort at selling.
- Don't be afraid to \$\$ spiff for a quality referral.
- Finally, if all else fails, get the other Managers or Owner involved to back your efforts.

Ahhh...can't you just see the beautiful variety of F&I product sales growing in your office right now!

