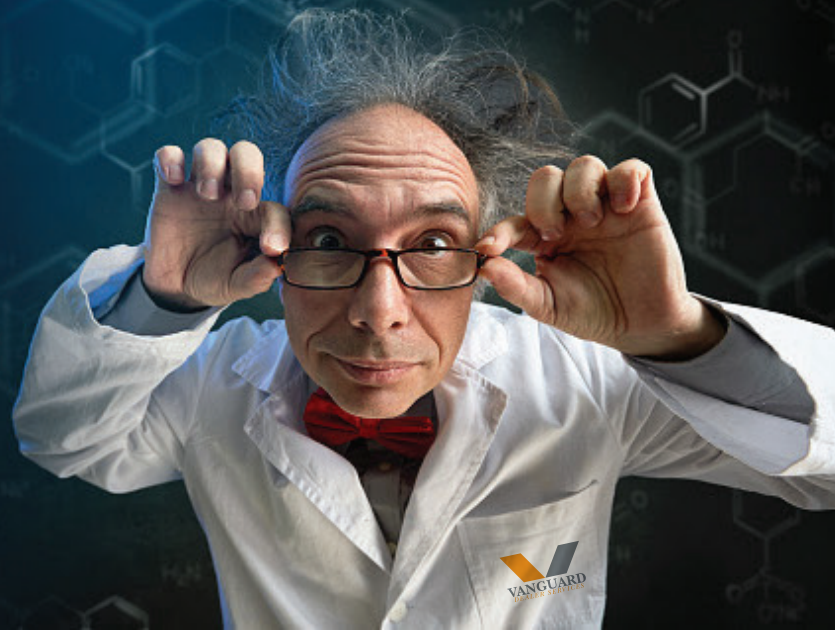


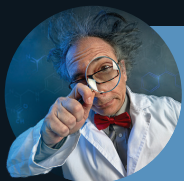
Per Vehicle Retail & Unit Volume:

Utilizing the Dr.'s F&I MPI Checklist



“I am producing some incredible \$\$\$-PVR right now. It’s the best they’ve ever been. I’m concentrating more on offering bundles and getting to spend a little more time with each customer right now. As unit volume returns to my dealership, I am concerned that my production will go down.

Help me Objection Doctor!”



THE CURE:

Complete this Daily Check-up for the Neck-up and you won’t have to worry about your numbers dropping any time soon! Urgent care is always open for business...

F&I Manager Performance Improvement Checklist

I will maintain and improve my production if I ...

- Presented 100% of my products to 100% of the customers 100% of the time
- Trained my sales force on the relationship between sales and F&I
- Improved my selling skills in credit insurance, financing, leasing, extended service contracts, and the other products I sell
- Set goals for myself and my department each month
- Tracked my production daily and compared my actual results to my goals
- Developed a plan to reach my goals instead of just hoping things happen
- Was more organized and had a plan for accomplishing my goals daily
- Was more positive in coaching my salespeople
- Got out of my office, checked the sales logs, and practiced ‘management by walking around’
- Learned to overcome the objections my customers have since an objection is the only reason a person leaves without buying my products
- Developed the relationships with each of my lenders
- Put together a video evidence manual to provide visual proof to my customers
- Worked the service department personnel to capture more service contract sales
- Attended sales training meetings and got involved in the sales force training process
- Updated management throughout the day on all pending deals and call-backs as soon as they happen
- Implemented a daily management checklist that helps get more deals approved
- Got all deals completed and turned into the office as soon as possible
- Coached salespeople one-on-one throughout the day
- Spent one hour a day on personal improvement: 20 minutes each on selling skills, product knowledge, and attitude