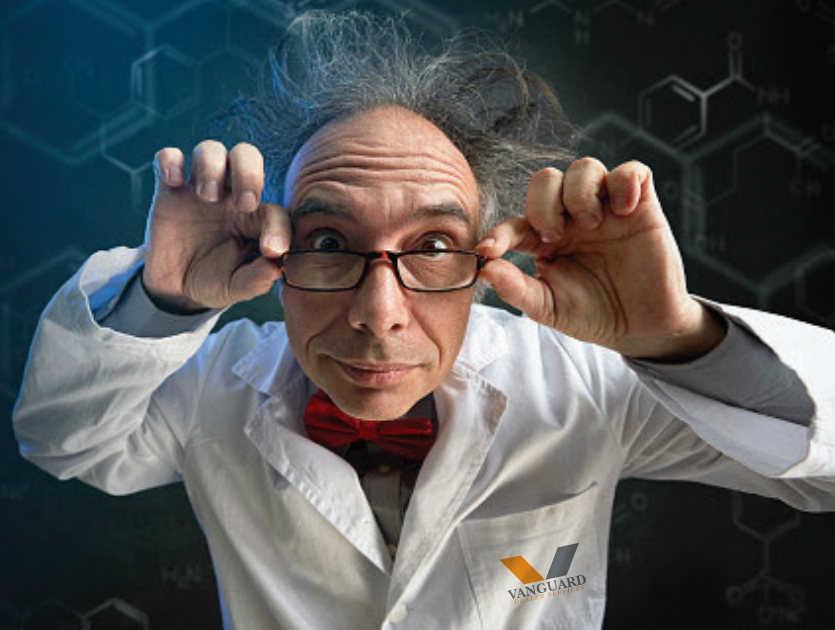
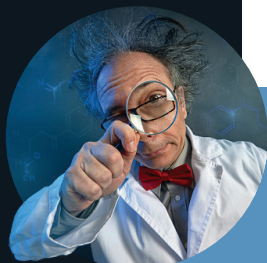


Customers Are Changing

The Evolution as a F&I Manager

“Objection Doctor, I’ve been an F&I Manager for 13 years and recently noticed that customers seem to be changing. Good or bad, they want to know everything before they enter my office. It’s become really tough to answer their questions without the information I need.

Help!”



Modern buyers have a thirst for knowledge. Blame it on their handheld devices that answer any question posed by the user or attribute it to **consumer tastes or tolerances, but one thing is certain: consumers are thirsty for knowledge and shared control of the selling situation.**

- 1 Make sure your website is finance customer friendly** with an easy-to-use credit application, payment calculator, and information about the products that you offer. You might even include a couple of strong testimonials.
- 2 Be available to speak with modern consumers** on the platform in which they would like to communicate. Text, email, phone, or in-person...we must be prepared to engage early with the consumer.
- 3 Ask questions and carry on great conversations** with modern customers about how they will be utilizing the vehicle purchased so you are merely satisfying needs and not perceived as selling.
- 4 Be prepared to explain** how your products offer the security of knowing against vehicle repairs, credit damage, and the hassle-free purchase and ownership experience.

Modern motor vehicle consumers want to feel empowered by knowledge. They desire shared control of the selling process so modern F&I Managers must be fleet of foot and mind, to share this information in whatever format the customer chooses.

A LITTLE POSITIVE CHANGE WON'T HURT YOU. DON'T WORRY, YOU'LL BE JUST FINE...