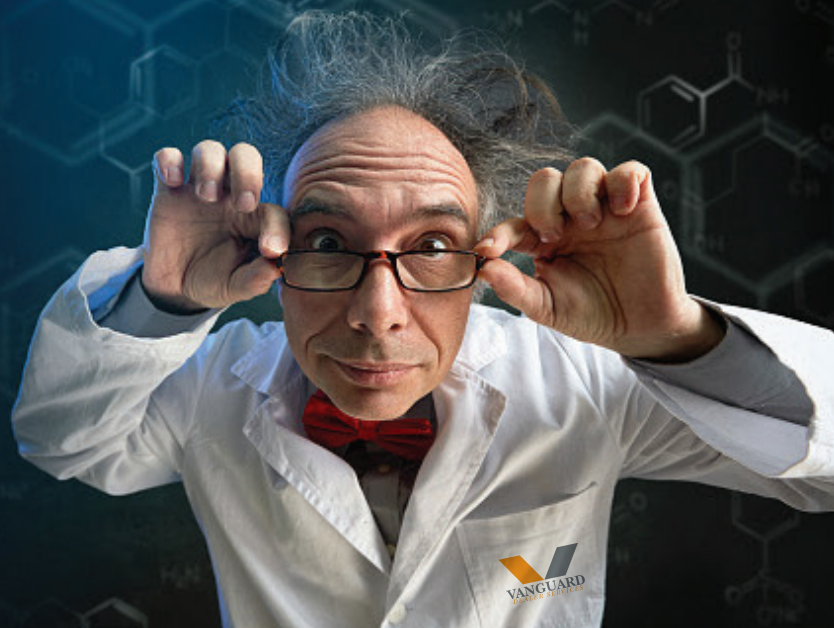


# Time For a New Year's Checkup:

## A Reflection On Your Accomplishments



As we finish out another year, it's a great time to reflect on our accomplishments, but then set our sights on the year ahead.

**A little preventative maintenance may be just what the Dr. ordered.**

Annual visits to your physician keep you feeling your best. Whether you take your doctor's advice or not is completely up to you. A checkup in the F&I department is also necessary to perform your very best any year!

### Step into the Objection Dr.'s office and let your assessment begin:

- 1 Own your department numbers.** Product penetration rates, reserve vs. product ratios, PVR & overall department revenue. Celebrate if you hit your goals. Reflect if you didn't but develop a plan for hitting those goals.
- 2 Study your craft.** There are so many great books, magazines, and videos on selling technique and motivation available, you shouldn't have any trouble finding material.
- 3 Role play** seriously and often if you really want to see some positive changes in your presentation and objection handling skills. Find someone who is willing to be your coach and critic in your development. I'm not saying that role playing is fun, but it can be if you're seeing the results.
- 4 Keep a log of frequent objections.** If you are hearing the same objections repeatedly, start writing them down and ask your Vanguard Rep to offer ways to easily overcome them. Objections are a customer's way of asking for more information before they say yes!
- 5 Source your sales support information.** Get back to the service department and collect some real proof of service contract and ancillary product value. Knowing customer pay labor rate, average \$\$ per R.O. excluding normal maintenance, total dollars paid by service contract in a year & updated pricing on common parts & technology items will help you demonstrate real value to consumers.
- 6 Keep up to date with compliance laws.** Keeping up to date on all the rules of the road in your office should be a top priority.
- 7 Develop relationships with your lenders.** You may be the world champion of F&I product salespeople, but if you can't get a deal purchased by a lender, it's all for nothing. Find the time to foster the relationships with your lending partners and learn their buying habits, as it will help you get more paper bought.
- 8 Stop allowing others to steal your customers.** Commit to a solid service contract follow up program, so that unethical telemarketers and other dealers stop stealing your customers. Ask your Vanguard representative for information on the APC post sale service contract marketing program and retain those customers.
- 9 Commit to training.** When's the last time you attended some type of formal training? Annual attendance at a Professional F&I Course, Advanced Professional F&I Seminars, F&I webinars is a small investment of your time to improve your performance.
- 10 See 1 through 9 again.** If you want to experience real improvement in 2023 you got to commit to these 9 prescriptions. Get yourself a pill box and take them all each day. You'll see the good results on day one.

**Your test results are in! Your prognosis is EXCELLENT if you take the Dr.'s advice.**