

# BUILD AN INCREDIBLE F&I DEPARTMENT



## Are you maximizing F&I profits that are critical in today's marketplace?

One of the perpetual problems plaguing the Automobile Industry today is consistent maximization of profits in the F&I department. The remedy is consistent professional training combined with a proper product mix.

At RPM Training Solutions we focus on the 4 P's... People, Process, Products and Pay plans to guarantee your dealership's Success and profits. We share a results based and customer friendly sales process combined with an effective, compliant menu selling system that allows your customer choices that are profitable for you.

All process are designed with full measurable disclosure to keep your facility compliant with Federal and State law. Additionally, we can help you with Red Flag Compliance laws.

### WHO IS THE IDEAL CANDIDATE FOR THIS COURSE?

Everyone in the F&I office needs regular and consistent training no matter who they are or how long they've worked in F&I.

One of the things that happens over time to seasoned F&I Managers is the temptation to take shortcuts. Those shortcuts typically lead to lost revenue and customer dissatisfaction.

Dealers should insist and F&I managers should welcome every training opportunity, no matter if they are beginners or if they are superstars doing great numbers.

Training gets back to the basic fundamentals; commitment, consistency, discipline and role-playing. Regular training that focuses on those fundamentals not only ensures F&I professionals are always prepared and decreases the chances they'll slide into bad habits or take shortcuts, but also helps them discover new ideas to try.

This course is also ideal for any Sales Manager, GSM or GM that could benefit from a better understanding of the F&I process.

**Training**  
Is Your F&I Department Providing You

- Profit over \$1,400 PVR
- VSC penetration over 55%
- With aftermarket penetration over 25%?

### Objection Handling Techniques

- VSC
- GAP
- Theft
- Environmental VSC
- Dent & Ding
- Tire & Wheel
- Key Replacement
- Pre-Paid Maintenance
- Product Upsell Techniques

### Cultivating Lender Relationships

- Keys to better Callbacks
- Finding the Right Mix of Lenders

### Cash and Credit Union Conversions Compliance

### Student Evaluation

- Role Play/Class involvement
- Videotaping with group review (copy of video sent to Dealer/GM)
- Homework assignments each evening
- Test on final day

### Finance and Insurance Training and Certification Course Coverage Overview:

#### The Principles of Selling:

- Ability to discover the customer's needs
- Buying Psychology
- Effective ways to engage the customer and create interest
- Effective questioning
- Asking questions that get a "Yes"

#### The Professional F&I Process:

- Effective ways for learning word tracks
- The Proper way to conduct an assessment of needs interview
- Effective menu presentation
- Effective relationship with sales desk

## 2019 Finance Manager Training and Certification Course Schedule

- JANUARY 7<sup>th</sup> – 10<sup>th</sup>
- MARCH 4<sup>th</sup> – 7<sup>th</sup>
- MAY 13<sup>th</sup> – 16<sup>th</sup>
- JULY 15<sup>th</sup> – 18<sup>th</sup>
- SEPTEMBER 9<sup>th</sup> – 12<sup>th</sup>
- NOVEMBER 4<sup>th</sup> – 7<sup>th</sup>

This is a 4-day course that begins Monday morning and concludes Thursday afternoon. Daily class hours are 9:00AM to 5:30 PM. If flying in from out of State, we strongly urge you to arrive Sunday and depart late Thursday evening (7:00pm or later) or Friday.

### LOCATION:

CAPITAL GROUP OF COMPANIES  
5605 77 Center Dr. Suite 270  
CHARLOTTE, NC 28217

### COURSE INVESTMENT: \$1,095.00

You may register for the course by calling the number listed below  
800-710-8155 Or 770-490-5510

## About The Facilitator:



### Dave DiGeronimo

Dave has an extensive retail automotive career that began in 1979. He quickly became one of the top salespeople and rose through the ranks of management. There he gained valuable experience in all phases of dealership operations. Dave eventually left the retail side of the business to become a dealer consultant for an automotive agency in Miami, Florida. As a top performer, he became recognized as an expert dealership consultant. In 1992 he was recruited by Automobile Protection Corporation in Atlanta, Ga. There he enjoyed a successful 12-year career during which time he was promoted to the role of Vice President and National Sales Manager. Dave is also AFIP certified and certified as a trainer for Action Selling.

# Here's what our Finance Managers are saying about our Classroom Course & Training Certification.

*"(The class) provided me with the necessary structure & fundamental process to successfully do F&I. I would recommend it to any Finance Manager regardless of experience level."*

Tyler Yates  
Finance Manager

*"I like David (trainer). I thought he was very knowledgeable, patient, helpful all the way around. (He) took his time to make sure we understood before we moved on. Looking back, Video Taping, watching myself & the process made a huge impact on me."*

Zach Frame  
Finance Manager

*"(The Trainer) was a wealth of knowledge & the class gave me the confidence to go for it. After the class there is no reason to be stumped."*

Jesse Wiig  
Finance Manager