



LEARNING CENTER

6435 Centre Park Drive * West Chester, OH 45069

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Finance & Insurance School

Presented by Mike Yoder
Specialty Underwriters Group
GCADA West Chester Classroom

Tuesday & Wednesday

March 10 & 11 * May 12 & 13 * August 11 & 12 * November 10 & 11
9:00am – 5:00pm

Intended Audience – Dealership F & I Managers / General Managers

This two day program has been the backbone of our offerings and brings the type of training that one would ordinarily be required to travel a distance to obtain. The program is designed to teach today's F&I managers the advanced skills they need to complete the sale. Using SUG's Trainable, Repeatable, Verifiable, (TRV) process, attendees are taught proven procedures for staying compliant and gaining the customer's commitment. Attendees will also learn how to put into practice many well tested techniques for increasing sales opportunities and revenue, as well as tips and best practices for producing immediate results.

The training methods are broken down into basic, real-world increments that are easy to learn and implement. Course attendees leave well-trained and confident so that they can achieve improved performance and results. Our training focuses on:

- Sharpening existing skills, learning new ways to sell, and how to present new products
- Setting up a proactive F&I environment designed to reduce customer resistance and enhance the buying experience
- Conducting an effective customer interview
- How to eliminate customer objections before they occur using specific talk tracks to help overcome customer concerns
- Handling customer objections in a non-confrontational manner so the customer BUYS versus being SOLD
- Product Knowledge

The program features quality curriculum from a trainer who has the necessary experience in the field as an F&I manager and years of experience as a trainer. Even better, it comes with our money back guarantee!

Investment – \$499 for GCADA Members
Non-members \$799.00

Please contact Sandy Moeller at GCADA at 513-326-7100 to register.