

DRIVING F&I PERFORMANCE™

Are you looking to improve your sales performance and advance your career in the automotive industry? Our Driving F&I Performance program can help you achieve your goals. This comprehensive program consists of 121 coaching and review sessions over a period of 4 to 6 months, with the initial meeting involving you, your line manager, and the head of business to establish your desired performance benchmark. You'll have bi-weekly coaching sessions to help identify areas for improvement, and monthly reviews with your line manager to track progress.

By the end of the program, you'll have significantly improved your IPRU and finance penetration, benefiting both your personal career growth and the success of the business as a whole. This program is ideal for sales executives looking to move into business manager, transaction manager, or retail manager roles in the future.

Don't miss out on this opportunity to take your sales skills to the next level.

VALUE ADDED PRODUCTS

We will help you drive incremental growth in the sale of Value Added Products using ethical means. The focus will be on how to identify product suitability not just eligibility and how to make a compelling case to the customer on an "Advised" or "Non-Advised" basis depending on your Regulated Status. You will be able to show why the products available are good value and how to present these for the right reasons.

FUNDING OPTIONS

Point of sale finance is, arguably, the safest, most secure and most convenient way to purchase or lease a new or used vehicle. We will demonstrate to you how to make incremental improvements in New and Used car finance uptake using morally and ethically sound techniques. We will show you how to make a value proposition and to ensure that you have the right tools to assist you in discussing competing methods customers may use to buy their next car.

CUSTOMER JOURNEY

Understanding the 21st Century "Customer Journey / Experience" is a crucial part in making a positive impact in your performance. We will discuss and agree strategies for various inbound enquiry methods and show you how important "Know Your Customer" is to your performance.

We will also cover such topics as vehicle appraisal, offer construction and presentation and how to deal with some of the challenges presented by customers when doing so.

All based on "best in class" methodologies, proven over time and in line with the Regulated environment we operate.

RETENTION & RENEWALS

It is important to understand the connection between these various topics and a successful renewal and retention strategy, as well as to use effective tactics to excel in this aspect of the business.