



Contact:
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2 Day Finance Seminar – Level 3

Agenda

Day 1: (8:30-5:30)

- Introductions
- Student objectives for class
- Finance Managers Responsibilities
- Selling Techniques
- Finance Product Overview (Service Contracts, Auto Security, Gap, Surface Protection, Tire & Wheel, Key Replacement)
- Legal Considerations in today's marketplace
- Road to an F&I Sale
- Package Presentation
 - Customer introduction / interview
 - Package presentation
 - Introduction to the Customer Option Form / Menu
 - Keys to Study by / Homework

Day 2: (8:30-5:30)

- Product Knowledge Service Contracts, Auto Security, Gap, Surface Protection, Tire & Wheel, Key Replacement
- Objection handling: **Service Contracts & GAP**
 - Problems to Solve
 - Objection handling presentations
 - Over Coming Objections (Service Contract & Gap)
- Product Knowledge: F&I Products
 - Auto Security
 - Surface Protection
- Objection handling: **After Market Products**
 - Problems to Solve
 - Objection handling presentations
 - Over Coming Objections (F&I Products)
- Leasing
- Legal/Compliance

*This 2 day seminar is open attendance. Students may choose either day to attend or both days.