



Contact:
Pete Velau, VP of Training
949-707-4200
velau@swds.net

3 Day Finance Class – Level 2

Agenda

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

- Introductions
- Student objectives for class
- Finance Managers Responsibilities
- Video tape role-play: All students will video the customer introduction and package presentation
- Selling Techniques
- Finance Product Overview (Service Contracts, Auto Security, Gap, Surface Protection, Credit Life & Disability (if applicable))
- 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)

- Video tape role-play: All students will video the customer introduction and package presentation
- Video tape review
- Product Knowledge Gap & Service Contract
- Gap Benefits & Objections
- Objection handling: **Service Contracts**
 - Problems to Solve
 - Objection handling presentations
 - Over Coming Objections (Service Contract & Gap)

Day3: (8:30-5:30)

- Video tape role-play: All students will video the customer introduction, package presentation and over-come Service Contract Objections
- Work on Packaging Products
- Video tape review
- Review Retail installment contract
- Product Knowledge: F&I Products
 - Auto Security
 - Surface Protection

Contact:

Pete Velau, VP of Training

949-707-4200

velau@swds.net

- Objection handling: ***After Market Products***
 - Problems to Solve
 - Objection handling presentations
 - Over Coming Objections (F&I Products)
- Leasing
- Legal/Compliance