



SWDS Training Academy

5 Day Class Agenda

Monday: (8:30-5:30)

- Introductions
- Students objectives for class
- Finance managers responsibilities
- Selling techniques
- Finance product overview: VSC, Auto Security, Surface Protection,
- GAP, other products
- Legal considerations in today's market place
- Road to a retail sale
- Road to an F&I sale
- Package presentation
- Introduction to the menu
- Keys to study by & homework

Tuesday: (8:30-5:30)

Video tape role-play: All students will video tape the basic customer introduction and package presentation

- Video tape review
- Product knowledge: Gap, VSC and Tire & Wheel
- Benefits & objections
- Objection handling: VSC & Wheel-Gap
- Problems to solve
- Objection handling presentation
- Over coming objections (VSC, Gap)

Wednesday: (8:30-5:30)

Video tape role-play: All students will video tape the basic customer introduction and package presentation and over come objections

- Work on packaging products
- Video tape review
- Review retail installment contracts
- Product knowledge: all remaining F&I products
- Auto security
- Surface protection
- Other
- Objection handling: all remaining F&I products
- Problems to solve
- Objection handling presentation
- Over coming objections (F&I products)



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Thursday: (8:30-5:30)

Video tape role-play: All students will video tape the basic customer introduction and overcome; all products

- Video tape review
- Lender relations
- Problems to solve
- Lender guide lines
- Lender advances
- Credit reports
- Customers interviews
- Some state & federal concerns
- Homework
 - o Compliance quizzes
 - o GAP objection

Friday: (8:30-4:00)

- Practice role-play in areas of need
- Adapting package presentation to Leasing
- Review retail installment contracts
- Review & complete compliance quizzes
- Compliance tape
- Week in review
- Credit union
- Used car warranties
- Conclusion