

HOW TO CONVERT CASH and LINE OF CREDIT CUSTOMERS TO DEALER PLAN FINANCING

WOW! Talk about timely! This intense and fast-paced workshop serves up 10 'fresh' and proven strategies for converting customers to Dealer Plan financing. Nowhere else will you find such customer-friendly and easy-to-implement strategies that get results. Improve your finance penetration immediately and watch the sale of your other products increase dramatically too!

PROGRAM CODE: 🚧 BMC-1
PROGRAM DURATION: 🚧 1 day: 8:30 a.m. - 4:30 p.m.
WHO SHOULD ATTEND: 🚧 Business Managers of all experience levels
PROGRAM OBJECTIVES: 🚧 Provide participant with the current industry information to successfully convert line of credit and cash customers to dealer plan financing
PROGRAM FACILITATION: 🚧 Lecture, group discussion, role playing

PROGRAM CONTENT:

- 🚧 Performance guidelines for a successful Business Office
- 🚧 The different types of lines of credit and their interest rate guidelines
- 🚧 The true reasons customers pay for vehicles with lines of credit
- 🚧 The 7 SIGNIFICANT PITFALLS of paying for a vehicle with a line of credit (that the bank does not reveal to their customers)
- 🚧 How to diplomatically present the pitfalls of a line of credit to a customer
- 🚧 How to successfully convert a customer from a line of credit to dealer plan financing - 10 'FRESH' and truly modern strategies
- 🚧 How to successfully convert a cash customer to dealer plan financing

TAKE-AWAY TOOLS: 🚧 Comprehensive text-based manual
🚧 Hand-outs

**PROGRAM INVESTMENT:
INCLUDES:** 🚧 \$385 / Participant
🚧 All take-away tools
🚧 Coffee, tea, refreshments
🚧 Lunch



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