



10 STEPS TO DEVELOPING A SPECIAL FINANCE DEPARTMENT

- 1. Research and understand the business and the customer.**
- 2. Manage your expectations. Set objectives and goals.**
- 3. Hire or assign a qualified individual to manage your Special Finance operation.**
- 4. Research and obtain dealer agreements with the Special Finance lenders that you will want to work with.**
- 5. Train and educate the managers and salespeople that will be involved with the operation.**
- 6. Adopt or develop a Special Finance sales process.**
- 7. Assess your inventory requirements.**
- 8. Assess and then develop your on-line capabilities.**
- 9. Assess and then develop a marketing and advertising strategy.**
- 10. Monitor and measure your results and make adjustments or corrections through your experience.**

