

The Importance and Value of Financial Services Products



Who Should Attend:

This workshop is presented in-dealership for Salespeople, Sales Managers and Business Managers

Workshop Duration:

1 Day

Program Fee:

\$2,250 + HST

Presented In-Dealership

Registration:

1.888.993.6468 or

This in-dealership workshop provides the knowledge and training to have salespeople confidently and competently introduce or “plant the seed” for the sale of Financial Services products. The salesperson plays a critical role in endorsing Financial Services products and in transferring the customer’s trust to the Business Manager. The *true reason* why many salespeople *do not* endorse Financial Services products is that they simply have very little knowledge and understanding of the products (the need for the products, program coverages, benefits to the customer, etc.). This workshop is designed to dispel any myths or apprehensions about the value of Financial Services products and gain the sales staff’s “buy-in”. The net result is salespeople that will pro-actively endorse or “plant the seed” for the purchase of Financial Services products and a lift in Financial Services sales and gross profit.

Workshop Content:

- ◆ Why customers should NOT pay cash for a vehicle
- ◆ Why customers should NOT use their line of credit to pay for a vehicle
- ◆ The BENEFITS of dealer plan financing

- ◆ An understanding of life and disability creditor insurance
- ◆ The customer need for life and disability creditor insurance
- ◆ Common myths and misconceptions surrounding life and disability creditor insurance
- ◆ Interesting creditor insurance facts and statistics
- ◆ The BENEFITS of life and disability creditor insurance for the customer and the salesperson

- ◆ An understanding of extended warranties and program coverages/features
- ◆ The customer need for an extended warranty
- ◆ Interesting extended warranty facts and statistics
- ◆ The BENEFITS of an extended warranty for the customer and the salesperson

- ◆ An understanding of vehicle protection products: rust control modules (cathodic and non-cathodic), paint protection and interior protection
- ◆ An understanding of the measures that manufacturers take to protect vehicles from corrosion and paint wear and tear (and the manufacturer’s warranty coverage)
- ◆ The scientific need for vehicle protection products
- ◆ The BENEFITS of vehicle protection