

# F & I Series

This series will build upon your current knowledge and performance, focusing on building solid professional trust when interacting with today's digitally connected buyer. Discover a modern approach to protecting and increasing dealership profits without neglecting the client experience; instead, elevate it while boosting your product mix and penetration in the process.

**FNI101 Welcome to F&I** – Apply modern approaches to common concerns to help analyze how current business processes compare to the old methods and gauge if your department is trending in the right direction.

**FNI102 Effective Communication** – Seamlessly align with your client's goals and purchase reasons, while increasing your ability to influence their decision. Learn new ways to build rapport and engage your customer using Pace/Lead.

**FNI103 Motives & Decisions** – Understand how to separate the client's motives from their decision making by using products they have purchased in the past as a signal for what products they may want now.

**FNI104 Compelling Stories** – Everyone loves a good story. Discover how story telling applies to the sales process and how it can create better connections when selling the value of the products you provide.

**FNI105 Product Engagement** – Gain valuable insight of your product benefits to provide a value-driven and engaging explanation of them. Use this information to help your clients focus on products that benefit them and they will make quicker, yet confident decisions.

**FNI106 Menu Selling & Finalization** – Compare proven selling techniques to your current selling style to find possible areas of improvement. Either way, you'll see an increase in product mix or selling efficiency or both.

**FNI107 Objection Handling** – Get clarity and insight into what your buyers are really saying behind their objections and hesitations. You will be surprised at how much easier they will be to overcome.

**FNI108 Client Retention** – Grow and sustain your success with consistent future business coming back to you, again and again. Learn how to create and keep loyal clients happy and engaged through long-term commitments.