

# F & I Series

This series focuses on what Finance and Insurance is. It's about an understanding of how a client-centric approach is able to generate profitable outcomes. The series will talk about how important engagement and rapport is, how to create professional trust, and how to make talking about products fun, relatable and understandable for the customer.

- FI101 Vision & Strategy** – How to maximize F&I profit through a client-centric process. Understand and practice the four key ingredients to a client-centric process.
- FI102 Gaining Rapid Rapport** – Applying Pace/Lead to quickly establish engagement and rapport rapidly
- FI103 Rediscovering Motive & Decision** – Learn the three unique strategies to uncover, leverage, and align yourself, products, protections, and offerings with the client
- FI104 Best Ideas** – Expose your team to the 10 most unique and powerful best practices that best-of-breed F&I departments execute today
- FI105 Telling a Compelling Story and F&I Map** – Stories sell, and facts tell. Learn how to craft a three-minute engaging, relevant, and motivating story that encompasses all your offerings.
- FI106 Overcoming F&I Objections I** – Learn how to masterfully overcome the popular objections an F&I department is confronted with daily
- FI107 Overcoming F&I Objections II** – Learn how to masterfully overcome the popular objections an F&I department is confronted with daily
- FI108 Preventing Buyer's Remorse** – Learn five simple techniques on how to decrease your rescission rates on products and protections sold by leveraging “election” rather than “pressure” as the primary reason for purchasing