

Leasing Presentation Series

Within the eight courses the Lease series offers, the student will learn the differences and similarities of leasing, how to present the lease as an option to all clients, learn lease terminology, and the basic structure of a lease. This series also discusses the benefits of leasing for the client, how to convey these benefits, and the benefits for the sales associate and the dealership. There is emphasis on the importance of presenting the lease option to every client while removing the stigma oftentimes associated with leasing.

LP101 Introduction to Leasing – What is leasing and how does it differ from a retail finance contract, and how it can benefit you as a salesperson

LP102 Leasing Terminology and Calculations – Gain an understanding of lease terminology, how lease calculations work and how variables such as trade ins, money down, miles per year, affect lease payments

LP103 Benefits of Leasing – Understand why leasing is a smart choice for most consumers today. Learn common misunderstandings that customers have about leasing.

LP104 Integrating Leasing in the Sales Process – Learn the when, where, and how to introduce and get buy in to the lease alternative during your sales presentation

LP105 Presenting the Lease Alternative – How to present the lease numbers in a customer friendly format

LP106 Objections and Concerns – Overcome common leasing objections and concerns such as ownership, mileage, wear and tear and more

LP107 Know Your Lease – Managing your lease portfolio to generate repeat and referral business

LP108 Retention & Lease End Process – Learn the choices and responsibilities that your customers have at lease-end and how to explain those choices to them