



PEOPLE. PRODUCTS. PERFORMANCE.
THE WAY IT SHOULD BE.

Today's customers are much more informed, therefore Finance Departments need to adapt to a *result driven* approach for the 21st century customer. Our 3-Day F&I Menu Training Class is designed to empower the F&I Manager with the necessary approach to help create better F&I results in a consultative approach.

The 3-Day F&I Menu Training class is from 9 a.m. - 5 p.m. each day. We have arranged everything you need:

- Discount rooms at Sheraton Cleveland Airport Hotel
- Breakfast and Lunch
- Transportation to and from training center
- Comfortable 4,800 square foot training facility

After the successful completion of the program, each participant will receive:

- Certificate of Completion
- F&I Manager Assessment Report which recaps their effort, sales aptitude and areas of focus.
- DVD of a "MOCK" delivery in our training center Finance Office.

Course Agenda:

Day 1: 9:00am – 5:00pm

- Knowing your Customers
- Selling the "Intangible" Product
- Engaging the Customer
- Building A "Customized Feature/Benefits Presentation"
- The Importance of the Three "C's
- Why the Menu is Critical in F&I
- Interviewing Skills

Day 2: 9:00am – 5:00pm

- Presenting your Products
- Word Merchandizing
- Menu Presentation
- Role-Play

Day 3: 9:00am – 5:00pm

- Closing the Sale
- Objection Handling
- Role-play
- DVD Video recording of "MOCK" delivery

We invite you, your F&I Managers, Sales Managers and General Managers to come and experience this high quality menu training program. **Observers do not have to pay the course fees, but participation is highly recommended.**

Class size is limited, so please enroll today! Our next class is schedule for November 9th, 10th and 11th, 2010 at our training center in Cleveland, Ohio. You can register at www.nationalautomotiveexperts.com, click the "Training" link, download the "Registration" form and fax it in!