



SOME PEOPLE JUST WANT TO FIGHT

Disarm your 'F' customers by delivering the information and genuine concern they need to make the best financial decision.

BY LLOYD TRUSHEL

In May, the National Rifle Association got into a fight with Yeti. Many NRA members instantly took the association's side and some decided to send a message by blowing up their own (expensive) coolers. The message was clear: "We're angry (and possibly irrational)!"

Occasionally, some folks are going to visit your dealership when they're in a bad mood. Hey, angry people still need

cars. In fact, sometimes they're only angry because they have to buy a car.

I bring this up because there's been a lot of chatter on social media about "F"-type customers, or buyers who declare just as you begin your menu presentation: "We never buy this stuff." There's even a video on the topic that seems to pop up in these social media threads. It features Tony Dupaquier, director of

training at The Academy. In it, he explains that "F"s are to be expected. The key, he says, is to recognize when you're faced with one and move on. Don't let an "F" ruin the next deal or the day, Tony recommends.

I first learned of "F" customers in an F&I class I attended 23 years ago. I was taught that approximately 10% of customers are layoffs, 80% must be