



YOUTUBE AUDIO

LESSON 01

The Cost vs. Value Myth

Why price is a number, but value is a perception you can shape.

Cost and value are not the same thing. Cost is a fixed number on a page. Value is a perception in your customer's mind — and perception can be influenced, shaped, and even reversed.

How much your customer is willing to pay for your products is going to be determined by your customer's opinions. Value can be heavily influenced by data and time, but the value is still perceived. As a result, value can still sometimes just be an illusion.

Tonight, you can go outside and hold a penny up in front of the moon. You'll see Abraham Lincoln's head is almost as big as the moon, but of course, it's not. It's just an illusion created by distance. If the penny were farther away than your arm's length, the illusion would disappear.

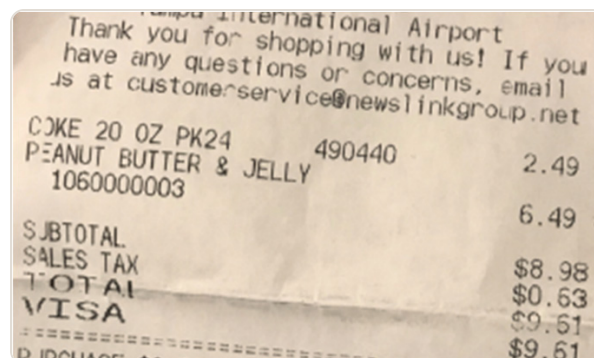
Time influences value in the same way. If we **lengthen** the amount of time before an F&I product is needed, its perceived value **lessens**. If we **shorten** the time, then the perceived value **increases**. It's that simple.



Hold a penny up to the moon and Lincoln's head looks nearly as large as the moon itself — an illusion created by distance.

THE AIRPORT PB&J

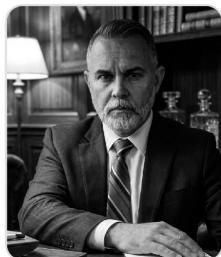
Imagine yourself at the airport rushing to catch a red-eye flight. You're super hungry, so you grab a peanut butter & jelly sandwich from the gift store. The cashier asks you for **\$6.49** and you think that's kinda pricey for a basic PB&J. You could buy a loaf of bread, peanut butter, and jelly for about the same cost at a grocery store. But with no time left to find other options, the value of the sandwich grows. You buy it now or risk being hungry for the next six hours — and suddenly, it's worth it.



The actual airport receipt: \$6.49 for a PB&J. Same sandwich, different perceived value.



Value isn't fixed. When you change the customer's relationship to *time* and *risk*, you change what your product is worth to them.



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- F&I training built on trust, not scripts



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