

Dear F&I Consultant:

Often times, we don't know much about our customers. We don't know their needs or have much time to explore their driving habits or their ownership goals. We end up guessing about what "We can SELL them" as opposed to understanding their actual situation. We often subscribe to the 300% rule and offer them everything, hoping that they'll bite on something.

In short, we guess. Why?

- We don't want to kill the deal by taking too long.
- If we engage in a REAL conversation about a product, we may look uninformed.
- It's easier to offer everything.

The more we guess, the more likely it is that we will be wrong. If our goal is really about helping them meet their ownership goals, then we have the right and the obligation not to guess, but to learn about their actual situation and educate them on ways to meet their goals.

How to avoid guessing:

We often mistake *conversation* with *comprehension*. We assume that because we understand what something means to us, that it must mean the same to everyone else, too.

To avoid guessing, we need to listen carefully to the words and phrases our customers use, and then ask them what those words and phrases mean to them. In other words, clarify. Here is an example:

Customer: "I don't want to end up with a high interest rate"

F&I: "I understand, we have many different lenders with very good rates. That said, if I asked 10 different people what they considered high, I'd get 10 different answers. May I ask what high means to you?"

Customer: "I don't know, probably ___%...", "My bank/credit union offers ___%..." or "I didn't want to pay over ___%"

Often, when we ask customers to clarify their words, we learn something that we didn't expect, and often times that something is even more valuable than we anticipated.

Good Luck!



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What makes Consator Group different?

We believe... that there is a better way to conduct business than the status quo. In our experience, when transparent and intelligent communication occurs between F&I and their customers, profits and satisfaction go up for all parties. Conversely, when the communication is poor and dysfunctional, profits and satisfaction go down for all parties.

We are experts... in the automotive industry, with each of our principal level consultants having over 20 years' of automotive experience. Their areas of experience include automotive finance, all areas of variable operations, financial lending, process consulting, insurance, ancillary products, the study of social sciences and the understanding of consumer buying habits.

We create a better F&I experience... by teaching F&I managers a deeper understanding of today's buyers. We skip the typical sales cliché's and antiquated methods. Our process is simple and straightforward. We dig into real consumer behaviors and purchasing habits so that we can educate your staff and consumers. The result is a more profitable transaction for the dealership and a happier consumer.

**CONSULTING - TRAINING - PRODUCTS - WEALTH DEVELOPMENT -
REINSURANCE - COMPLIANCE**