

Flow Selling — the 'new kid on the F&I block'

New selling technique offered exclusively by Team Relmark Dealer Services

Until now, business managers have had to choose from three sales methods: unstructured, step selling and menu selling. All have pros and cons, says Duane Marino, principal of Team RelMark Dealer Services.

Using the unstructured approach, the F&I manager conducts the presentation in whatever way they think best. Managers who use this method feel that they are treating each buyer as an individual and are not getting stuck doing the same presentation over and over. Judging or "guesstimating" which products interest the customer obviously leaves a lot of money on the table, Marino reasons.

With step selling, the manager moves from product to product, profiling, building value and closing on each product one by one. This demands strong product knowledge, a thorough presentation and the use of control statements, he says.

This takes time. And as it proceeds, both the business manager and customer often get price-squeamish as price or monthly payments start creeping up.

Menu selling encourages the business manager to present a standardized series of product groupings on a restaurant-type menu. Most menu sellers are good at quickly and succinctly describing the features of each product using a brief summary printed on the menu, and then clos-

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ing based on customer interest.

Each customer sees each product available as it is clearly printed on the menu. Usually, the business manager gives at least a brief verbal description.

The customer reads ahead, comes up with questions, objections and distractions often before the manager has a chance to sell the merits of the products. And quite often, a true benefit presentation is either rushed or missed entirely, he argues.

Now, there's a new kid on the block called flow selling. And Marino is bringing it to market.

Just as the name suggests, the presentation has a continual flow without the typical sales techniques customers are familiar with.

"It also uses a proprietary banking interface much like PayPal that lets the customer and the dealership use any finance source they want, set payments to

pay cheques either weekly or bi-weekly, shorten their payoff date through those accelerated payments, and obtain equity in the loan months sooner. They can also shorten their trade cycle and save hundreds and sometimes thousands of dollars in interest and payments," he says. "And a successful sale pays the dealership and business manager a very healthy reserve."

He says flow selling is the only process to ensure a 100 per cent presentation of products because it is structured so that each element of the process depends on the execution of both the previous and next steps. So no product can ever be missed.

With a presentation time of no more than 15 minutes, CSI is huge, he says.

"Managers using this process often hover in the \$1,500-\$2,000 per car average range. Plus, when flow selling is combined with accelerated payments, the customer's loan payoff date is shortened while the amortization period is

simultaneously extended, lowering the payments, so the customer often walks out of the F&I office with a lower payment and

a shorter term than when they walked in, even after buying all the products. This is something that was mathematically impossible, until now."

But it calls for a well-trained, relaxed, confident and knowledgeable business manager who understands the importance of relationship selling and learning a procedure front to back, while also creating a sales team made up of "raving fans," he says.

"I'm excited to be the only training company able to roll out this incredible next phase of F&I process in Canada as we are the sole distributors for both the sales process and banking interface.

"To finally see such a deep and simple integration of sound psychology, customer service, full disclosure, selling skills, product knowledge, and the selling of F&I products while also lowering the customer's total time balance, payoff date, interest costs and shortening the trade cycle is almost too good to be true.

But it is. It is the most incredible win-



Duane Marino

win I have ever seen. This will change the landscape of F&I in Canada permanently," says Marino.

For more information on flow selling, contact Duane Marino at 1-888-735-6275, info@duanemarino.com, or visit www.duanemarino.com.

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