

Are you just a person in F&I or a true blue F&I Manager?



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I have always found sports to be analogous to business. I love to play soccer and can hold my own. But I have never identified as a soccer player, I'm a person that happens to play soccer. I have played with ex-pros of many ages and know how they think and see the game. There's a world of difference between them and I, not just in skills but more so in terms of attitude, interest and views.

You may be in F&I and might be fairly good at it. But you may not be an F&I Manager in the truest sense. You may just be a person in F&I. I have met the best there is in sales, sales management and F&I, I know how they think about their careers and their approach to everything is very different from the average performer.

People that have a career passion for F&I, live, eat, breathe and drink it. It consumes them. They have long term perspectives that drive their short-term results. They talk, think and behave differently than people who happen to just do it as a job.

If you decided to fully commit to your career, becoming amazing at all you do, what would that mean to your sales and income? You can't get more commitments from your customers until you get fully committed to your career!

COVID has challenged and stretched us all in ways none of us could have predicted. Were you one of the few who were asked to stay on during the contraction of your departments or asked to return to work first? If not, why not? When I was in my 20s someone in the business asked me: "Duane, someone will always be 'Number 1', why can't it be you?" That question seemed reasonable and completely shifted my attitude and approach towards everything I was learning and doing.

Before you learn to earn more, you need to make some decisions regarding yourself and your training. If you were trained by an underperforming predecessor, this may not be the best template to use. If you were trained by someone that "Used To Do F&I" that may not be a great idea in this ever changing business. If you are only being trained by your product providers, you may be receiving a strongly

biased process towards their product sales. The solution is never stop training from as many sources as possible!

Rate yourself out of 10 in the following crucial areas and if you aren't an honest "10" work towards it!

- Appearance, Goal Setting and Success Attitude
- Manages By Walking Around greeting customers early & often
- Works towards a 20 minute turn over
- Interviews sales person before turnover to profile customer
- Quickly prepares office and deal for turnover
- Meets customer professionally in showroom
- Systematically transfers trust via sales person to themselves
- Uses leading questions to set up product needs & wants
- Handles credit application process efficiently
- Uses credit submission systems properly & effectively
- Advises customer of compliance items relative to purchase
- Presents protections in a logical, interactive & quick manner
- Presents pricing & payments of primary protections
- Deals with initial resistance through education & information
- Adjusts deposit, money down, terms & products to help close
- Has outstanding product knowledge and justifies closes
- Wraps up turnover properly so customer knows next steps
- Takes the customer back to the sales person with direction
- Sets up the post turnover rudge properly and consistently
- Phones to confirm details and lock down delivery
- Coordinates & optimizes deliveries with Service and Sales
- Secondary sales attempts during a compliant delivery
- Completes, submits and files all documentation perfectly
- Attends all sales meetings and takes a leadership role

Duane EN Marino Automotive Solutions and MarinoTV provides live, interactive livestream and on-line training for all dealership positions. They can be reached at www.DuaneMarino.com or info@duanemarino.com