



PREMIER  
DEALER SERVICES

**PDS Training Academy**



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**PDS Academy - Day 1**

# Agenda

1. Introductions
2. Time Management
3. F & I Profit Pyramid
4. Sphere of Influence
5. Attitude
6. Personal Insights Profile
7. Why People Buy
8. Pre Delivery Interview
9. Buying Signals
10. Homework Assignment



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**PDS Academy - Day 2**

# Agenda

1. Review Materials from Day 1
2. Review Homework
3. Closing Opportunities
4. Systemic Approach to Identifying Objections
5. Word Replacement Challenge
6. Proper Turnover
7. Cash Conversions
8. How to Gain Trust
9. Menu Selling
10. Homework Assignment



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**PDS Academy - Day 3**

# Agenda

1. Review Materials from Day 2
2. Review Homework
3. Introduce 10 Steps to a Successful F&I Sale
4. Premier Essentials VSC Product
5. Premier GAP
6. Review Remaining Premier Products
7. Laws and Regulations
8. Action Plan
9. Evaluations
10. Time Poem



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