

Day 1

- Introductions
- Who is Premier Dealer Services
- F&I Profit Pyramid
- Sphere of Influence
- Attitude & its effects on performance
- Goal setting
- Personal Insights Profile – DISC Assessment
- PDS product review – Features & Benefits
- Why People Buy
- F&I Delivery Process Development
- Homework Assignments – Personal Mission Statement

Day 2

- Day 1 Review
- Homework Review
- Proper Turn-over
- Pre-Delivery Customer Interview
- Buying Signals – Verbal & Non-Verbal
- Identifying & Overcoming Objections
- Closing Opportunities
- Cash Conversions
- Gaining Trust
- Menu Preparation
- Menu Presentation
- Homework Assignment – Business Manager Turnover

Day 3

- Day 2 review
- Homework Review
- Compliance
- Action Plan Development 30, 60 90 Day
- Video Role Play
- Video Role Play review
- Evaluations