TRAINING & Development

1/2 DAY WORKSHOPS

5 DAY WORKSHOP

Keys to Success

Target

Concept

Innovation

Profit

Learn

Strategy
1/2 DAY WORKSHOPS

CREDIT INSURANCE

This 1/2 day program is designed to help simplify the process of discussing Credit Insurance with your customers. During this 1/2 day program the group will have an opportunity to discuss several key competencies with respect to how you interact with your customers regarding Credit Insurance.

• Why customers say “No”.
• How to create and maintain an audience with your customer.
• Product knowledge.
• How to build a relevant presentation.
• Discussing and closing on the idea or concept of Credit Insurance.
• Effectively dealing with cost concerns.

PROACTIVE OBJECTION HANDLING

This 1/2 day program is designed to help simplify the process of dealing with common objections your customers have with respect to Credit Insurance, Mechanical Breakdown Protection and Protection Products. During this 1/2 day program the group will have the opportunity to discuss how to move from being reactive in approach (after the customer says No) to being proactive (before the customer says No) when dealing with common customer objections.

• Why customers say “No”.
• The difference between objections and excuses.
• How to recognize when an objection may be coming.
• How to proactively eliminate objections before they happen.
• Effectively dealing with legitimate cost concerns.
1/2 DAY WORKSHOPS

**EFFECTIVE DEAL DESKING**

This 1/2 day program is designed to provide insight on how an effective Deal Desking process can improve a dealership's closing ratios, increase F&I income, and have a positive effect on CSI. During this 1/2 day program, the group will have an opportunity to discuss several key competencies with respect to how we interact with our customers during the Deal Desking process. This program is designed for Sales Managers but is open to all Financial Services Managers, General Managers, General Sales Managers, and Sales Managers who wish to attend.

- Why customers dislike the negotiating process when buying a vehicle.
- Determining your customer's priorities.
- Selecting a vehicle within your customer's budget.
- Effective use of a trade in appraisal.
- Effective use of a deal worksheet.
- Facilitating turn over to financial services.

**MECHANICAL BREAKDOWN PROTECTION**

This 1/2 day program is designed to help simplify the process of discussing Mechanical Breakdown Protection with your customers. During this 1/2 day program the group will have an opportunity to discuss several key competencies with respect to how you interact with your customers regarding Mechanical Breakdown Protection.

- Why customers say "No".
- How to create and maintain an audience with your customers.
- Product knowledge.
- How to build a relevant presentation.
- Discussing and closing on the idea or concept of Mechanical.
- Effectively dealing with cost concerns.
The core content of this program is based on the work of Robert Cialdini, one of the world’s foremost authorities on the science behind persuasion. In addition to this 6 core principles we will also explore several additional techniques to better guide our customers through their decision making process. During this advanced 1/2 day program, the group will have an opportunity to explore several scientifically proven principles to become more persuasive when dealing with customers.

- Authority, Reciprocity, Consistency, Consensus, Scarcity, and Liking (Cialdini’s 6 core principles).
- Moving from a need based presentation to a want based discussion.
- The science behind using visuals more effectively.
- The science behind choice based closing.
- How separating ideas from cost can increase closing ratios.
- The science behind using anchoring effectively.
- How changing your words can change your results.

This 1/2 day program will provide insight on how to effectively lead people, as well as manage the processes that contribute to a successful and profitable department and dealership. During this 1/2 day program the group will have an opportunity to explore the science behind how to execute behaviour change in the dealership and get others to consistently do what we want them to do. This program is open to all Financial Service Managers, General Managers, General Sales Managers, and Sales Managers who wish to attend.

- Taking ownership of your department.
- Managing vs. Leading
- Why people don’t do what they are supposed to do.
- The 8 elements of behaviour change.
- Create working templates to take back to dealership.
- How to create and execute a behaviour change event.
SELLING MADE SIMPLE with HARVEY COHEN

This 1/2 day session will allow you to address any sales related challenges you are currently struggling with. You create the session based on whatever content you wish to cover. We’ll share some powerful and proven methods to increase your overall performance.

• Cash Conversions.
• Overcoming Persistent Objections.
• Closing without Pressure.
• Menu-Selling.
• Increasing Chemical sales on New, Used and Leased vehicles.
• Warranty Closes.
• Insurance Closes.
• Saving Lost-Sales Opportunities.
COMPREHENSIVE

The 5-day “back to basics” program is designed to give a current up to date top down view of the role of today’s Financial Services Manager. Similar to yearly vehicle updates and refreshers, this proven program is regularly reviewed and updated to be the most current and leading comprehensive program available for equipping today’s Financial Services Managers.

Over the 5 days, the group will learn, discuss and role-play all aspects of what it takes to be professional and successful, while providing a customer and employee friendly experience. Attendees will have multiple opportunities to fully explore the key competencies that are required when discussing all CORE services with dealership clients:

- Organizational skills
  - Office set-up
  - Working with the sales team
  - Presenting all products and services
  - Accurate and complete paperwork
- The role and responsibilities of today’s Financial Services Managers
- Knowledge
  - Financing
  - Group Credit Insurance
  - Mechanical Breakdown Protection
  - Environmental Protection Products
  - Personal life insurance
  - Workplace disability
  - Factory warranty
  - Common competitors
- Bank guest speaker - reading a Credit Bureau, Negotiating the deal...
- Environmental Technician/Specialist demonstration
- Effective Communication and Presentation Skills
  - How to get customers to want to listen
  - How to discuss and agree on “ideas” rather than “push” products
  - Building relevant presentations
- Role play
- Effectively and professionally presenting Cost
- Effectively and professionally helping clients with Cost Concerns
- Protecting the dealership from liability
For more information or to register for upcoming workshops, please contact your First Canadian Representative or log onto our Resource Centre. A complete schedule can be found on the Training tab. (www.firstcanadian.ca).