

ADVANCED F&I CONCEPTS



Who Should Attend:

- F&I Directors
- Experienced F&I Managers
- New F&I Managers
- Back-Up F&I Managers

This two-day Advanced F&I course has been designed for the F&I Manager that is ready to take their productivity to the next level. Emphasis will be placed on advanced F&I sales concepts, structured presentation steps and the art of responding to customer objections.



Automotive Sales & Management Training Since 2007

We better serve you!

**Richie Bello Institute of Leadership and
Management Non Profit 3830 N. 7th St.**

Phoenix, AZ 85014

For more information please call 888-627-6095

Or register online at: www.richiebello.com



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Topics Will Include:

- The Importance of F&I
- Understanding the Customer
- F&I TO's
- Ban ing Process / Marginal Credit
- Cash and Credit Union Conversions
- Interest Rates
- Product Presentations
- Advanced Menu Concepts
- ObjeCtions Responses
- Creating a Non-Pressure Environment

This course involves extensive role play and group discussions.



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\$595 PER ATTENDEE

Discounted Room Rates Available!

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