



## FINANCE & INSURANCE (F&I) PERFORMANCE IMPROVEMENT SEMINAR

### WHO SHOULD ATTEND

F&I Managers with less than Two (2) Years Experience.

### DURATION

One Day – 9:30 a.m. to 3:30 p.m.

### DATE

- ◆ Wednesday, March 10, 2010

### INVESTMENT

**\$165** (*Members*) – **\$215** (*Associate Members*) – **\$265** (*Non-Members*) includes:

- ◆ Continental Breakfast
- ◆ Hot and Cold Beverages
- ◆ Lunch
- ◆ Participant Materials
- ◆ Job Aids
- ◆ Professional Facilitation

### COURSE DESCRIPTION

This energetic course will bring back the basics of selling finance and insurance in a dealership. Even in today's challenging market we can tap into the consumers' pride of ownership and need to protect a long term investment. Learn the federal and State laws that regulate your department and how they can help you build a relationship with your customers. This is not just a menu presentation or a product up-selling seminar. You will be challenged to engage the customers and lead them to a quality buying decision.

### TOPICS COVERED

- ◆ Understanding the interview process to influence product sales and justify rates.
- ◆ Building value versus needs selling.
- ◆ Targeting sales objective.
- ◆ Understanding the menu-compliant selling system and why it works.
- ◆ Increase profits with 100% disclosure and compliant sales techniques.
- ◆ Get the customer on your side.
- ◆ Overcoming objections to close the sale.

**NJ CAR ACADEMY**  
**F&I PERFORMANCE IMPROVEMENT SEMINAR**  
**FAX BACK REGISTRATION FORM**

**DATE:**           **MARCH 10, 2010 – WEDNESDAY**

**LOCATION:**       **NJ CAR HEADQUARTERS**  
856 River Road  
Trenton, NJ 08628

**TIME:**           **SEMINAR BEGINS AT 9:30 A.M. AND ENDS AT 3:30 P.M.**  
*Seminar includes a Continental breakfast, lunch and refreshments.*

**COST:**           **\$165 (MEMBER)        \$215 (ASSOCIATE MEMBER)        \$265 (NON-MEMBER)**  
*Includes all required course materials.*

**DIRECTIONS WILL BE FAXED UPON RECEIPT OF REGISTRATION AND PAYMENT**

**CANCELLATIONS MUST BE RECEIVED FIVE (5) DAYS PRIOR TO THE COURSE OFFERING TO RECEIVE A REFUND.**

Dealership Name: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Attendee Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_

***(Attach a Separate List of Attendees with Titles for Additional Multiple Attendees.)***

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-Mail: \_\_\_\_\_

**PAYMENT INFORMATION**

Payment enclosed in the amount of \$ \_\_\_\_\_ (Payable to "NJ CAR")

Charge to the following **Credit Card:**

AMEX

VISA

CORPORATE

MASTERCARD

PERSONAL

DISCOVER

Credit Card No.: \_\_\_\_\_ Exp. Date (Month/Year): \_\_\_\_/\_\_\_\_

Cardholder Name: \_\_\_\_\_

Credit Card Billing Address:  **SAME** as Corporate Address

I am an authorized user of the above-mentioned credit card and NJ CAR is authorized to charge this card the total amount due.

Cardholder Signature: \_\_\_\_\_

**FORWARD COMPLETED REGISTRATION TO:**  
**NJ CAR, ATTN: CHRISTINE PHILLIPS**  
**FAX: 609.883.1093**