



FINANCE & INSURANCE (F&I) PERFORMANCE IMPROVEMENT SEMINAR WITH JUDY VANN

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

◆ THURSDAY, OCTOBER 7, 2010

INVESTMENT

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

- ◆ Continental Breakfast
- ◆ Refreshments
- ◆ 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 objectives.
- ◆ 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 WITH JUDY VANN
FAX BACK REGISTRATION FORM

DATE: **OCTOBER 7, 2010 – THURSDAY**

LOCATION: **NJ CAR HEADQUARTERS**
856 River Road
West 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 and E-Mail Addresses for Additional 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:** CORPORATE PERSONAL

AMEX VISA MASTERCARD 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
856 RIVER ROAD, TRENTON, NJ 08628 PHONE: 609.883.5056, EXT. 310 FAX: 609.883.1093
E-MAIL: [CPHILLIPS@NJCAR.ORG](mailto:CPhillips@NJCAR.ORG)