



**April 2023 Newsletter**

---

## **Can your managers wear multiple hats?"**

*Top dealerships have staff prepared to take over for other roles in a pinch. Does yours?*

What do you do when your top F&I performer is out sick? Or wants to take a vacation? Or maybe is backed up 5 or 6 deliveries deep on a busy holiday sale weekend? Don't sacrifice profit and/or customer service by rescheduling or delaying the delivery. Train your desk managers to take over for F&I when needed and vice versa to ensure your store is operating smoothly and employees are happy.

# **Worried about a recession? Focus on customer retention.**

*Industry experts, pundits, and talking heads are forecasting difficult economic conditions in the coming years. Now more than ever, it is time to refocus your processes on retaining every customer that drives off the lot in one of your cars.*

## **Build your brand.**



*Differentiate yourself. What do you do better than other dealers? What is your "Why Buy Here?" Identify those areas and build your brand around them. Offer your customers something that no one else does. Free oil changes won't cut it in today's market.*

## **Implement tiebacks.**



*Mix up your F&I offerings. Take an underperforming ancillary product or two and replace them with something that offers an exclusive tieback or benefit only available at your store. Emphasize the benefits and work to get full buy-in from your entire staff. Train it and incentivize it.*

## **Blocking and tackling.**



*Get back to basics and give your customers the finest and most transparent shopping experience possible. A truly positive experience will encourage them to return to your store for service and future purchases while ensuring positive word-of-mouth referrals.*

***Looking for ways to creatively generate additional F&I revenue while boosting your service retention?  
Let us show you how!***

## What are the benefits of a CPO program for Independent Dealers?

According to a recent JD Power study CPOs can offer a dealer the following benefits:

- Sell more units, faster. CPO units sell five days quicker than non-CPO units on average.
- Higher front end profits. CPO units hold a 5.9% profit margin vs 4.7% for non-CPO.
- Reduce holding costs. Savings are estimated at around \$200 per car sold based on faster turn times.
- Upsell service contracts easier. CPO units routinely have an F&I PVR around 6-7% higher.
- Earn your buyer's trust, loyalty, and build your brand.

## Contact Us

Superior Solutions, LLC  
601 Colt Station Road  
Waterford, PA 16441



814-450-8115 (Parker)  
814-897-3478 (Jax)  
814-603-0296 (Josh)



[parker@superiorfisolutions.com](mailto:parker@superiorfisolutions.com)  
[jax@superiorfisolutions.com](mailto:jax@superiorfisolutions.com)  
[josh@superiorfisolutions.com](mailto:josh@superiorfisolutions.com)



[www.superiorfisolutions.com](http://www.superiorfisolutions.com)

## Get Certified With Us!

*Superior Solutions is excited to announce an exclusive partnership with Portfolio and the Mid-Atlantic Regional Independent Auto Dealers Association to bring its members a MARIADA Certified Pre-Owned Program.*

*This program will provide participating members with access to a MARIADA branded CPO program where vehicles undergo a thorough 125-point inspection process and gain access to industry leading products from Portfolio. Customers benefit from the peace of mind associated with a CPO vehicle backed by an organization, dealer, and provider they can trust.*

**GET CERTIFIED.**  
Custom CPO for MidAtlantic IADA members

**SUPERIOR SOLUTIONS**

Mid-Atlantic Regional I.A.D.A. United We Stand

**Portfolio**

## Quote of the Month

*"If you always do what you always did, you'll always get what you always got" - Henry Ford*