



July 2023 Newsletter

How to handle the notorious “price shopper”.

Simple. Forget about price, focus on selling them the vehicle they came to see, on yourself as the person they'll want to buy from, and on your dealership as the place where they can expect the great service they receive during their ownership experience. Offer something that no other store, or salesperson can. Value.

You're never going to get them to forget about wanting to get the best price if they can get it but put price out of the picture until the time comes for the negotiations. If you can get them excited about the car you are showing them and about your dealership, price will take a backseat in their list of priorities and will not be the focus in their decision-making process.

Make It Last a Lifetime!

As dealers across the country scramble to retain and drive customers to their service drive with lifetime warranty programs, we look at how a properly designed one should be utilized, and how it can benefit each of the three primary departments in your dealership.

Lead from the front with Sales.



Give your sales team a megaphone and let them shout it from the rooftop, metaphorically. You're giving them a huge differentiator so train them on it properly and how to promote it enthusiastically. Show them that it not only makes the sale today easier, but also exponentially increases the probability of referral and repeat business.

Harness and drive the value in F&I.



Get your F&I managers involved early on along with sales in promoting the value of the program. With a proper mindset and presentation, the opportunity for service contract upsells and other ancillaries will increase in conjunction with a correctly disclosed lifetime program.

Bring it full circle in Service.



When your lifetime customers start rolling into the service lanes make sure your advisors are aware and reiterate the benefits of the program. Have them set the stage for future visits with appropriate recommendations and scheduling. Now is a perfect time to give your service team an opportunity to remind the customer of the limitations of the lifetime program and offer them a service contract if they opted not to at purchase.

Thinking about implementing a lifetime warranty program or struggling with the one you have? Let us review your vision of the future with you and show you how Warranty Forever can create generational change at your dealership.

Fixed-Ops Tip of The Month

According to a recent study, 59% of service customers begin their search on where to take their car online. Create engaging and informational content to capture their attention. Generate buzz on social media as a trusted place to get maintenance and repairs.

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Feel. Felt. Found. Build a narrative around your customers' objections.

If you've been around the F&I business for a while this will come as nothing new, but a refresher never hurts. It's tried and true and the most effective F&I managers use it well by creating a narrative around the customer's objection. In simplistic terms the technique goes like this:

Tell them "I understand how you feel". Mean it though and show the customer that you have heard them and can empathize.

Tell them about someone else who felt the same way initially. Maybe even yourself. You're telling the customer that they are not alone, and that things can change.

Then tell them how that person found that when they did what you or someone else recommended, they got what they wanted or perhaps even protected themselves against some greater, unseen danger.

Put differently, 'Feel, Felt, Found' is "Yes, you feel X, and some other person felt that way, and when they did Y, and then they found out Z". This is only effective if the reason is something that truly matters to them and emotionally charges them enough to alter their decision.

When done correctly you are building a narrative that allows the customer to walk away from their objection. The principal desire in the 'found' portion must be critical to the person for this story and series of steps to work. If they don't value it, if it doesn't carry some kind of weight to it, the narrative will have no strength.

Where and when possible, individualize the 'found' segment with verifiable statistics and figures applicable to your audience, so that they can form a precise picture of exactly what they stand to gain if they purchase your products.

Quote of the Month

"Because it's not a lie if it's how you feel."

– Jennifer Niven, All the Bright Places