

Sales meetings feeling stale? Try some new angles and make the most out of them with these ideas.

We've all been through boring early morning sales meetings. The ones filled with the standard monthly numbers review and incentive updates. Nobody enjoys these on your sales team because to them, time is money.

Leave the monotonous meeting routine behind and instead focus on generating discussions and getting feedback from your teams during your monthly or weekly sessions. Encourage or require interaction by asking different team members to lead the meetings on a rotating basis, with each presenting a training on a topic of their choice.

What is your “Why Buy Here”?

As the pressure mounts, grosses compress, and competition for customers increases it is time to evaluate what sets your dealership apart from the pack. A properly implemented “Why Buy Here” not only helps you sell more cars it also can bolster accountability within your store and help you dig up untapped profits. Not sure where to start? Here’s a few tips.

Ensure value outweighs cost.

Any effective why buy here is rooted in an offering, or set of offerings/services that customers can see and feel the value in. What does the customer actually want? A \$40 oil change voucher or a quality limited warranty that will cover a \$4000 engine repair when the odometer rolls over at 100,001 miles?

Build it around a successful reinsurance portfolio.

Find a provider that not only knows the ins and outs of a successful why buy here but also one that can show you how to properly reinsure the products. Most can show you how to improve profits but the best show you how to proactively manage risk to maximize profitability.

Build it into your culture.

You must be fully committed from the top down and get full buy-in from your sales and service team. Update your mission statement, incentivize your teams appropriately and train it rigorously and often. When all the cogs are clicking the results are rewarded in not only additional sales and profits but also the overall happiness of your employees.

Is your why buy here losing to your competitors down the street or need some extra oomph? Let us give you a few ideas to keep your customers on the lot.

Fixed-Ops Tip of The Month

According to a recent KBB study, 71% of car owners abandon the selling dealer after the fifth year of ownership. Train your service team to use your CRM and ensure they're marketing to old customers often. As their vehicle ages there are great profit opportunities awaiting you. Don't miss out!

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Show them, don't sell them. Why seeing is believing and means buying in the F&I office.

The dealerships who are most effective in the F&I department understand that seeing is believing. They don't rely on salesy pitches or pressure to promote F&I products. They educate and provide physical evidence that the customers can touch, see, and feel. They guide customers based on their individual preferences.

If I had a dollar for every time I've heard an appearance protection product referred to as "snake oil", I'd have enough money to fill a plane up with snakes, hire Samuel L. Jackson, and film a sequel to Snakes on a Plane. Heck, I'd be able to fly the plane to my own private island, too. The reality is that most of the time, even our own employees refer to these products as such.

So, the seeing part of this equation begins with dealership employees. Every single person on the sales team, from the managers down to the lot attendants, needs to use, see, and believe in the products that we sell in the F&I office. They need to be guided through an actual application to understand the before and after difference the products can make and see the benefits themselves by having it applied on their personal vehicles or demos.

It is very difficult for an F&I manager to get out from behind his or her stack of paperwork and show the customer these physical products. They must rely on their sales teams at all levels to properly endorse the products willfully and not simply because it is incentivized (although that is important too!). Our job as F&I professionals is to educate the customer on these amazing products and to do that effectively we must also educate our salespeople.

When the sales team fully believes in the product, you'll soon see that customers will see it and believe in it too. It is disingenuous and much harder to sell something you don't see value in. Find time to set up a demo with your product provider that everyone on your sales team can attend. Then keep the info in their line of sight and watch your product penetration flourish.

Quote of the Month

"You say, "I'll believe it when I see it." I say, "believe it, and then you'll see it." - Charles F Glassman