

What's Your "Why Buy Here?"

The best dealers know how to differentiate themselves from their competition. Do you?

Offer your customers something that no one else can and back it up. Anyone can advertise that they provide the best service, but most fall short.

A properly implemented lifetime powertrain warranty program not only creates a considerable marketing advantage, it fuels tomorrow's service lane profits by building customer familiarity with your store.

Tidy Up Your Processes: Spring-Cleaning Checklist

As the weather warms and the spring selling season kicks into gear there is no better time to examine your sales and service processes. This spring, take a measured approach to identifying and eliminating process errors.

Start at the Top



Work from the top-down beginning with the upper levels of your organization. Evaluate the processes that your management team follows with an eye towards how they trickle down throughout your organization. Practice what you preach, change starts at the top.

Move the Furniture



Not literally, unless you think your showroom needs a refresh. Find the neglected areas of your processes that you take for granted or those are often overlooked such as delivery process, service intros, or manager T.Os. Just like finding spare change in the couch you'll likely find missed profit.

Create a Process Maintenance Schedule



Cleaning should be a year-round process, not just confined to the spring. Create a schedule to review and revise your processes to prevent complacency and bad habit from creeping in. Seek solutions to automate this with great partners and software.

Need a hand with your spring cleaning? We're more than happy to roll up our sleeves and help!

Fixed-Ops Tip of The Month

If you're not connecting with customers where they prefer, your competitor probably is. Dealers are getting creative, connecting with customers online and providing convenience options like drop-off and offsite pickup. Service shoppers today expect convenience, thus it's important to evaluate your current offerings and to see if they are truly meeting the modern consumer's needs.

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The Optimal F&I Process

It's 2023. Isn't it time we finally figured out the proper process for an F&I Manager to deliver a simple, successful, and repeatable menu presentation to every customer, every time? A process that respects the customer's time and intelligence and isn't a series of boiler-plate word tracks that lack authenticity. In our opinion it boils down to 4 steps:

1. An early introduction where the F&I Manager leaves their office, meets the customer in the showroom, confirms the key details of the deal, gives a brief overview of their role and the delivery process.
2. The initial half of the paperwork process should be pre-printed or loaded and ready to go when the customer enters the F&I office. Work through this efficiently, wrapping it up with a summary of the manufacturer's warranty, if applicable. Give your customer time to feel comfortable without feeling sold before you transition into the menu presentation.
3. Present the menu. Less is more, present the products and options without bias and save the details for when specific objections arise. Ideally, the menu presentation should only take around 3 minutes. Long-winded pitches often fall on deaf ears, creating objections the customer hadn't previously thought of and leave managers with less material to combat objections with.
4. With the time saved by preparing your paperwork and with the expectations set in the meet & greet, you should have ample time and the respect of the customer needed to tackle objections or dive deeper into any specific concerns the customer may have.

Quote of the Month

"Every day you may make progress. Every step may be fruitful. Yet there will stretch out before you an ever-lengthening, ever-ascending, ever-improving path. You know you will never get to the end of the journey. But this, so far from discouraging, only adds to the joy and glory of the climb."

- Winston Churchill