

Top performing dealerships adhere to their processes day in and day out.

Do you trust your process?

It's easy to want to take shortcuts. It is human nature to focus on the outcome rather than the process of getting there. Take the time to walk your team through your vision and your process for getting there. Be sure to monitor it and provide positive reinforcement when they follow it rather than just reprimanding them for missteps. Practice it with them and lead by example.

Tips From a Gardener That Will Help Your Dealership Grow

As the weather warms and new growth sprouts in our flower beds and gardens, it is important to recognize how to fertilize, cultivate, and protect the growth within the walls of your dealership.

Check the weather forecasts.



Don't rely on the expert's opinions but be aware of them. You can't stop inclement weather, but you can prepare for and protect against it should it come. Make sure that the areas of your operations most sensitive to external shocks are insulated.

Yank the weeds.



You must give your profit centers room to grow. Dig in and remove the weeds that steal away the nutrients from them. Anything that consumes time, money, effort, and energy from your key departments or personnel needs killed at the root.

Nurture and protect.



Growth is a slow and steady process. There are pests, elements, and any number of foes that want to attack your garden. Build strong barriers against them with sound internal policies. Nurture the growth of your employees and processes with proper training and positive feedback.

Looking for a capable team with the experience to help your dealership flourish? We're ready to help.

Fixed-Ops Tip of The Month

Looking to move the needle in the service drive? Designate and train a hungry advisor on upselling or referring eligible customers to F&I for service contract sales. With new providers and payment plan options to accommodate these customers, this is an area ripe for the picking.

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Why Listening is More Important than Talking in F&I

The best F&I Managers out there aren't the silkiest, suave, or most persuasive talkers. The most effective F&I professionals, and salespeople of all kinds for that matter, are the ones who listen effectively, question appropriately, and allow their customers to do the talking.

Success in F&I, just like in any other sales profession, is about understanding your customers and offering a solution. It is impossible to understand their needs if you're blabbering on and on about products and benefits.

Today's consumer doesn't want to be sold anything. They can smell a sales pitch a mile away. They're armed with information and objections to the canned word tracks of days past. They want a knowledgeable professional capable of reviewing the options available to them. They want someone capable of answering their questions, someone who can help them to make informed decisions about those options, without the pressure to buy anything. In other words, they want someone capable of finding and filling their needs. And that means the customer must do most of the talking.

Asking open-ended questions about the customer's job, family, and reasons for purchasing a new vehicle will quickly engage the customer in a dialogue. When the customer is talking you can discover what they're thinking, how they're feeling, and why they might need the products you have to offer. Once you ask the customer a question, it is critical that you sit silently and allow them to respond. If you interject or don't allow them to answer, you send the message that you're not interested in their response, nor do you care.

So, talk less and listen more. Ask your customers open-ended questions and allow them to respond. Take a genuine interest in their situation and story. Lead them through your delivery presentation but be sure to pause and ask questions that makes them feel like they are in control or that your review is tailor-made to them. You'll find that there is far more gold to be discovered through silence than through the slickest sales pitch.

Quote of the Month

"Speak softly and carry a big stick; you will go far."

Theodore Roosevelt