



Greater New York
Automobile Dealers
Association

SEMINARS FOR AUTOMOBILE DEALERSHIPS

MASTERING THE F&I PRESENTATION

*From Greeting to Signature: A Step-by-Step Guide to increasing
F&I sales for your dealership*

Presented by Ken Carlson, MANAGE-RITE, Inc.

AUGUST 7, 2014

10:00am – 4:00pm

Center for Automotive Education & Training

15-30 Petracca Place, Whitestone, NY 11357

F&I Managers will learn to quickly discover customer needs, demonstrate how a particular product will benefit a particular customer and overcome objections, while enhancing the customer's F&I experience. From the showroom to the service drive to the F&I office, learn how a few creative ideas can help drive additional F&I sales for your dealership.

Mastering the F&I Presentation will highlight the following:

- ◆ Interview process and effective questioning techniques
- ◆ Structuring the deal
- ◆ Steps to a sale
- ◆ Closing
- ◆ Questions, Statements, and Objections

About the Instructor:

Ken Carlson has more than 28 years of retail automotive experience and is AFIP Certified (Senior). Ken has conducted seminars for Sales, F&I, Sales Management, Aftersale, and Service Manager/Advisor personnel for dealer associations throughout the United States.

Fees:

GNYADA Member: \$125.00 (Non Member: \$250.00)

REGISTER NOW!

Learn more about how we can meet your training needs.
Contact Carole Rogner, Professional Development Coordinator
Carole@gnyada.com 718.640.2012

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REGISTRATION

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name of attendee 1 _____
(please print)

_____ email address

_____ dealership position

name of attendee 2 _____
(please print)

_____ email address

_____ dealership position

name of attendee 3 _____
(please print)

_____ email address

_____ dealership position

dealership _____

address _____

phone _____ ext. _____

fax _____ email _____

manager's approval _____ / _____
(print) *(signature)*

To register:

Submit completed form to Carole Rogner, Professional Development Coordinator
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