

Enrollment Form

Seminar Dates: _____

COST

\$750 for 5 day Comprehensive F&I Selling Skills Seminar

(Seminar fee payable by company check only – NO CREDIT CARDS)

Dealership: _____

Dealership Address: _____

City, State, Zip: _____

Dealership PHONE: _____ Dealership FAX: _____

Participant Name: _____ Title: _____

Participant E-Mail address _____

Participant Name: _____ Title: _____

Participant E-Mail address _____

Please make check payable to:
(Checks ONLY)

Automotive Development Group, Inc.
147 Cedar Pointe Drive
 Mooresville, NC 28117

*****Please fax back to Jamie Cook at 704-663-4983*****

****ALL TRAVEL COST, HOTEL, AND FOOD ARE THE RESPONSIBILITY OF THE STUDENT****

Are hotel reservations required? Yes () No ()

If yes, please provide Credit Card Information.

Credit card information will ONLY be used for hotel expenses.

Credit Card Type: Visa () MasterCard () American Express ()

Credit Card Number: _____

Expiration Date: _____ Full Name on Card: _____

Authorized Signature: _____

Check all that apply:

_____ I will be checking in Sunday, @ _____ am/pm

_____ I will be checking in Monday, @ _____ am/pm

_____ Smoking _____ Non-Smoking

STUDENT INFORMATION

Name: _____

Home Address _____

Home Phone Number: _____

Experience (*give brief summary*): _____

Years in F&I: _____ Years in Sales: _____

Have you had any prior F&I Training: Yes No

If Yes, Name of School: _____

Month/Year Attended: _____

My main goal in attending the Automotive Development Group's Five Day F&I Seminar is:

*****Please fax back to Jamie Cook at 704-663-4983*****

Travel Information & Directions

HOTEL:

Wingate Inn – Mooresville, NC
122 Regency Center Drive
Mooresville, NC 28117
704-664-4900

Rate: \$87.49 per night
(includes tax)

DIRECTIONS:

From the Wingate Inn:

Take a left out of the hotel parking lot to the light. (River Hwy-150) Take a left onto River Hwy-150. Go through 3 lights. The 4th light is Talbert Rd. (There is a Circle K Gas Station on your right). Take a left onto Talbert Rd. Stay on Talbert until it dead ends at Talbert Pointe Business Park. Continue across road into the park. Take the 3rd left, which is Byer's Creek, and then take the second right onto Cedar Pointe Drive. We are at the top of the hill on the left. You may park and enter through the side entrance of the building.

From the Charlotte Airport:

Take I-85 North. Go to I-77 north and continue on I-77 to Mooresville Exit 36. At the top of the ramp, turn right, go through 2 lights. The 3rd light is Talbert Rd. (There is a Circle K Gas Station on your right). Take a left onto Talbert Rd. Stay on Talbert until it dead ends at Talbert Pointe Business Park. Continue across road into the park. Take the 3rd left, which is Byer's Creek, and then take the second right onto Cedar Pointe Drive. We are at the top of the hill on the left. You may park and enter through the side entrance of the building.

From the Greensboro Airport:

Take I-40 West. Go to I-77 south and continue on I-77 to Mooresville Exit 36. At the top of the ramp, turn left. Go through 3 lights. The 4th light is Talbert Rd. (There is a Circle K Gas Station on your right). Take a left onto Talbert Rd. Stay on Talbert until it dead ends at Talbert Pointe Business Park. Continue across road into the park. Take the 3rd left, which is Byer's Creek, and then take the second right onto Cedar Pointe Drive. We are at the top of the hill on the left. You may park and enter through the side entrance of the building.

Please feel free to call the office at 704-663-4911 if you have any questions. Our office and the Wingate Inn can be located at www.mapquest.com

**2011 Agenda for Five-Day ATE Comprehensive
Finance Manager Training Course—Mooreville, NC**

□ **Day One (Monday)**

- *Introductions*
- *Solutions Provider Sales Techniques*
- *Salesperson Turnover to F&I*
- *Advance F&I Turnover*
- *Customer Care Form*
- *F&I Menu Sales Foundation*
- *F&I Menu Sales Process & Flow Chart*
- *F&I Menu Sales Motivation/Results*
- *Rapport & Communications Skills*
- *Building Relationships with Consumers*
- *Why People Buy F&I Products*
- *Customer Spectrum Marketplace*
- *Bell Curve Reality & Purchasing Power*
- *F&I Compliance, Laws and Regulations*
- *Assign Homework*

□ **Day Two (Tuesday)**

- *Review Day One*
- *Review Homework*
- *Daily Quiz*
- *Grade and Discuss Quiz*
- *Participant DVD Role play: F&I Advance Turnover, Customer Care Form and Menu Introduction*
- *Review, Grade and Discuss DVD Role play*
- *Solutions Provider Objection Handling Skills*
- *F&I Menu Objection Handling Techniques*
- *F&I Menu Selling Closing Skills*
- *Cash Down and Stretch Term Techniques*
- *Menu Step-Selling Skills*
- *Handling Lender Cap Calls/Qualified Deals*
- *F&I Compliance, Laws and Regulations*
- *Assign Homework*

□ Day Three (Wednesday)

- *Review Day Two*
- *Review Homework*
- *Daily Quiz*
- *Grade and Discuss Quiz*
- *Participant DVD Role play: The F&I Menu Presentation*
- *Review, Grade and Discuss DVD Role play*
- *VSC Objection Handling and Closing Skills*
- *Gap Closing Objection Handling and Closing Skills*
- *F&I Compliance, Laws and Regulations*
- *Assign Homework*

□ Day Four (Thursday)

- *Review Day Three*
- *Review Homework*
- *Daily Quiz*
- *Grade and Discuss Quiz*
- *Participant DVD Role play: Objection Handling Skills*
- *Review, Grade and Discuss DVD Role play*
- *Appearance Objection Handling and Closing Skills*
- *Key Care Objection Handling and Closing Skills*
- *Dent Repair Objection Handling and Closing Skills*
- *Etch and Maintenance Objection Handling and Closing Skills*
- *F&I Compliance, Laws and Regulations*
- *Assign Homework*

□ Day Five (Friday)

- *Review Day Four*
- *Review Homework*
- *Daily Quiz*
- *Grade and Discuss Quiz*
- *Managing the F&I Department*
- *Legal Disclosures & Confirming the Sale*
- *Customer Interview—Marginal Buyers*
- *Working With Lenders—Selling Paper & Getting Paper Bought*
- *Course Evaluations*
- *Closing Remarks & Adjourn Class*

Dress Code

We ask that our students wear casual business attire when attending classes. Please, no jeans, shorts, or T-shirts.

Quality Control

At the end of your class, you will be asked to give us feedback about your education experience. Your honesty will ensure that our team does the best job in continuing to provide excellent education services.

Registration Changes and Refunds

- *Send a substitute: If you are unable to attend the registered class, you are welcome to substitute another person. Please call us at least two (2) Business days in advance to advise us of the substitutions.*
- *Refund: We will be happy to refund your tuition if you inform us at least five (5) business days prior to the start date of the class. If you notify us less than five days in advance, or do not call at all and are a no show, you will forfeit 20% of your tuition. This 20% will be applied toward our next class if you wish to attend.*

Cost

All travel costs; hotel and food are the responsibility of the student.

Terms

Payment for class is required prior to the start of class, unless prior arrangements have been made.

Location & Class Schedule

Classes are held at ADG 147 Cedar Pointe Drive, Mooresville, NC 28117

Monday - Thursday 9:00 a.m. – 5:00 p.m.
Friday 9:00 a.m.– 1:00 p.m.

Course Objective

Upon Successful completion of this class, students will be able to:

- *Do the job of F&I following all legal guidelines*
- *Have full understanding of Menu Selling Structure*
- *Handle all product objections*
- *Have a good overall understanding of what will be expected of you at your dealership*

Post Class

- *Automotive Development Group representative kick-off at your Dealership*
- *Pay plan review with Rep*
- *Dealer review with Rep*
- *On-going ADG support*
- *Instructor follow-up call or visit*
- *Full written review (one week after class)*