



Independent Auto, RV and Power-Sports

Retail Automotive F&I T.O.

Reference Guide on the franchise and independent retail,
automotive F&I customer interview and assessment of needs discovery,
best-practice.

Assessment of Needs Discovery (F&I Interview)

Introduction

Hi my name is _____ and I'm the Business Manager here at (dealership name), MAY I JOIN YOU? First of all, thank you for your purchase. I have three job responsibilities. One, verify your information so I can get your paperwork correct the first time. Second, explain all of your funding options available to you and third, get you in and out of here as quickly as possible. The whole process should only take about 30 to 40 minutes. May I begin? I see you are buying a _____, what made you choose this particular vehicle? Is, "benefit" important to you? What else do you like about the vehicle? (get more benefits)

(NOTE: Take the completed menu to the desk with you)

Review the Figures: For titling purposes, is this the way you want your name to appear on the title? Is this the correct address? How long do you plan on keeping the car? I see you have a payoff of \$_____. Did you verify this or did your sales pro verify this? (if no payoff, ask for the title). Do you have any service or maintenance contracts that need to be canceled? (If no trade skip that question). "Great can I help you with that". (or if no, "ok") Is this the correct insurance information? Have you contacted your agent, and do you have full coverage? What is your deductible?

(Payment Quoted). let's go ahead and look at your figures. I understand that you agreed to _____ months at _____% with a down payment of \$_____ and \$_____ per month, is that correct?

(Price Quoted Without Payments) I understand that you agreed to a trade difference of \$_____ with an unpaid balance of \$_____, is that correct?



Needs Discovery

Now, did your salesperson review your manufacturer's limited warranty with you? (wait on a yes or no)

Great, my Dealer has asked me to take a moment to briefly review what's covered, what's not covered and what everyone's responsibilities are, so let's take a moment to do that.

First let's look at what is covered. (write on the left) "you have a _____ year, _____ mile limited bumper to bumper warranty that covers manufacturer's defects. You also have a _____ year _____ mile power train warranty. It covers internally lubricated parts on the engine and transmission. The easy way to think of it is, if the oil is touching it, it's covered.

Now let's look at what's not covered (write on right side). "Routine maintenance is not covered, but it is required by the manufacturer and will be your responsibility. The manufacturer recommends changing the oil every 5,000 to 7,500 miles: How often do you expect to change your oil? Great, it's important that you keep up with the recommended maintenance; otherwise you will void the coverage.

There are a few other things that are not covered. Next is your routine safety inspections, which is where they check the belts, hoses and fluid levels and filters, all the things that will help keep your vehicle in good operating condition. These safety inspections are not covered by the manufacturer; therefore, they are your responsibility.

The tires and wheels are not covered for road hazards such as pothole or other objects in the road. For example, if you cut a tire, go over a nail or damage a rim, that is not covered by the manufacturer.

The interior of the vehicle is not covered from the damage of spills, food, dirt or any other liquids. Also, rips, tears and burns are not covered.

The paint is not covered from any environmental damage that may occur such as damage from, the sun, tree sap, bird droppings, acid rain, water spots, and rail dust. Also the exterior of the vehicle is not covered against any parking lot dings or dents or hail damage that may occur.

The windshield is not covered from chips that may occur from everyday driving.

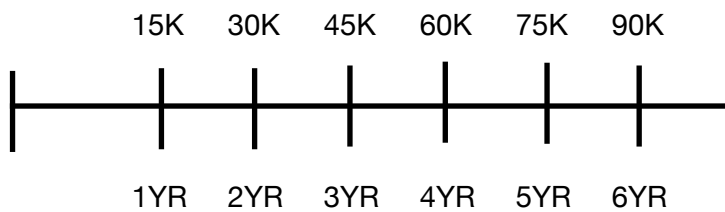
If you lose your key or key fob that of course would not be covered by the manufacturer.



Transitions:

The great news is that everybody gets the same factory warranty, the only differences are their driving habits. Most people average 15,000 to 20,000 miles per year. Would you say you are average, or would you drive a little more? (customer Answer)

(Draw Mileage and Year Interval Chart)

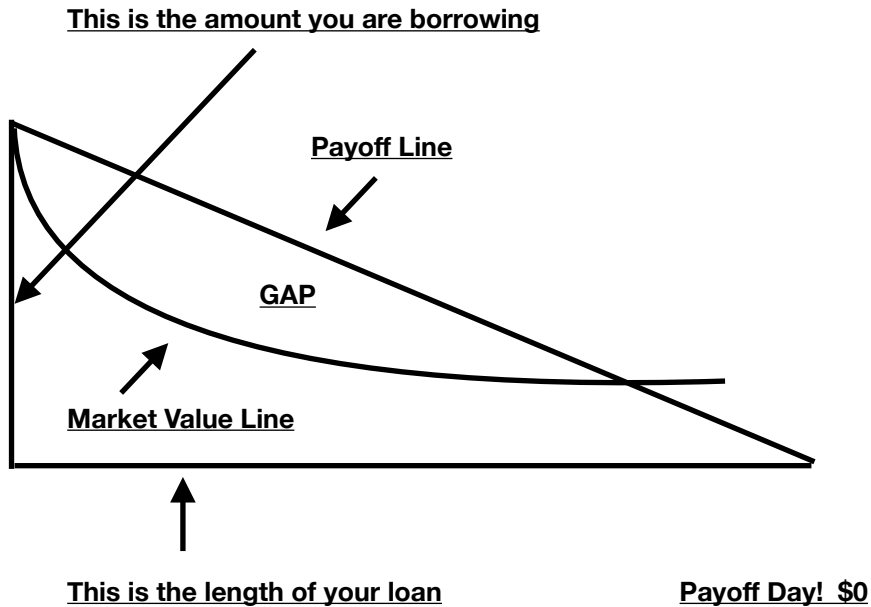


Based on **your** driving habits, it looks like you will be out of your 36,000-mile Limited Warranty at ____ Yrs./Mo, is that correct? (Customer Answer)

Next let's take a look at your auto insurance, in the event that your vehicle is totaled in an accident, what would your deductible be? (Customer Answer)

In the event that your vehicle is stolen and considered a total loss would it be the same?

Finally, let's take a look at your loan; Here is your payoff line (draw it). As you pay off the vehicle you get to the great day of ZERO.



As time goes by what happens to the value of the vehicle? Does it increase or decrease? In the event of a total loss how much of the balance will the lender want? (all of it) Who is going to pay for it? (insurance). That's right the insurance pays the market value. Who determines that value? (Insurance / NADA, etc.). Also, as you mentioned if you had a total loss your deductible would be \$_____ which reduces what the insurance company would pay.

So if the car were a total loss, you pay the deductible, and the insurance pays the market value; who would owe the difference? (Customer Answer "I would"). You are right. Unfortunately, that's not a happy event but that is the case.



Transition to the Business Office:

That's all I have for now. I have enough information to get your paperwork started. I will be back in 7 to 10 minutes and we will get you on your way as soon as possible... Can we get you some coffee or soda? (When you are ready, come back and escort them to your office)



OUR VALUES

Our core values include honesty, transparency, hard-work and dedication to our clients and not only providing first-in-class customer service, but also being the most knowledgeable experts in the F&I and reinsurance space.