

# HOW TO CONVERT CASH and LINE OF CREDIT CUSTOMERS TO DEALER PLAN FINANCING

**WOW! Talk about timely! This intense and fast-paced workshop serves up 10 'fresh' and proven strategies for converting customers to Dealer Plan financing. Nowhere else will you find such customer-friendly and easy-to-implement strategies that get results. Improve your finance penetration immediately and watch the sale of your other products increase dramatically too!**

**PROGRAM CODE:** 🚧 BMC-1  
**PROGRAM DURATION:** 🚧 1 day: 8:30 a.m. - 4:30 p.m.  
**WHO SHOULD ATTEND:** 🚧 Business Managers of all experience levels  
**PROGRAM OBJECTIVES:** 🚧 Provide participant with the current industry information to successfully convert line of credit and cash customers to dealer plan financing  
**PROGRAM FACILITATION:** 🚧 Lecture, group discussion, role playing

## PROGRAM CONTENT:

- 🚧 Performance guidelines for a successful Business Office
- 🚧 The different types of lines of credit and their interest rate guidelines
- 🚧 The true reasons customers pay for vehicles with lines of credit
- 🚧 The 7 SIGNIFICANT PITFALLS of paying for a vehicle with a line of credit (that the bank does not reveal to their customers)
- 🚧 How to diplomatically present the pitfalls of a line of credit to a customer
- 🚧 How to successfully convert a customer from a line of credit to dealer plan financing - 10 'FRESH' and truly modern strategies
- 🚧 How to successfully convert a cash customer to dealer plan financing

**TAKE-AWAY TOOLS:** 🚧 Comprehensive text-based manual  
🚧 Hand-outs

**PROGRAM INVESTMENT:  
INCLUDES:** 🚧 \$385 / Participant  
🚧 All take-away tools  
🚧 Coffee, tea, refreshments  
🚧 Lunch



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