

# BEST BUSINESS PRACTICES FOR OPERATING A NON-PRIME and SUB-PRIME FINANCE DEPARTMENT



**NEW!**

<b>PROGRAM CODE:</b>	✚ SF-2
<b>PROGRAM DURATION:</b>	✚ 2 days: 8:30 a.m. - 4:30 p.m.
<b>WHO SHOULD ATTEND:</b>	✚ Special Finance Managers, Business Managers, Used Vehicle Managers and General Sales Managers
<b>PROGRAM OBJECTIVES:</b>	✚ Provide the necessary knowledge, tools and lender information to establish a profitable Non-Prime and Sub-Prime Finance department in the dealership ✚ Provide a sales procedure for Special Finance customers

## PROGRAM CONTENT:

- ✚ What is Non-Prime - What is Sub-Prime?
- ✚ Do I need Non-Prime or Sub-Prime Department?
- ✚ The benefits of Non-Prime and Sub-Prime for the dealership and customers
- ✚ A Dedicated vs. Blended Approach to this department
- ✚ Getting Started: Setting up the Special Finance department
- ✚ Managing expectations
- ✚ Setting objectives and goals
- ✚ Hiring the quarterback
- ✚ Proper staffing and compensation for the Special Finance department
- ✚ Finance administration and paperflow
- ✚ Special Finance lending institutions and their lending criteria/specialties
- ✚ Booking out a vehicle
- ✚ Selecting inventory and tips
- ✚ Marketing and advertising objectives of the Sub-Prime Finance department
- ✚ Generating traffic, sales calls and leads
- ✚ Advertising mediums, strategies and tips
- ✚ Buying leads and lead generating web sites
- ✚ On-line strategies and technology
- ✚ Research findings
- ✚ Creating your own marketing plan
- ✚ Establishing a Special Finance sales procedure
- ✚ Identifying the Special Finance Customer
  - A – on the lot/showroom
  - B – on a sales call/lead
  - C – during a traditional turnover
  - D – after a decline
- ✚ Identification tools and strategies
- ✚ The secrets to getting more customers to show
- ✚ The four B's
- ✚ Booking an appointment
- ✚ What if scenarios: objections and rebuttals
- ✚ Detailed step by step sales process analysis
- ✚ The benefits of pulling a credit bureau
- ✚ Selling the solution

- ✚ Sending applications
- ✚ Payment call and structuring the deal
- ✚ Delivery and follow-up tips and strategies
- ✚ Understanding credit
- ✚ Getting more deals approved
- ✚ Statistical analyses and metrics
- ✚ Pitfalls to avoid
- ✚ Creating your own game plan to implement

**TAKE-AWAY TOOLS:**

- ✚ Comprehensive text-based manual
- ✚ Quick Reference Inventory sheet
- ✚ Doc sheets
- ✚ Special Finance sales log
- ✚ Statistical analyses tools

**PROGRAM INVESTMENT:  
INCLUDES:**

- ✚ \$985 / Participant - \$600 / Participant for VFC dealers
- ✚ All take-away tools
- ✚ Coffee, tea, refreshments
- ✚ Lunch

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