



**MARINE DEALER**  
CONFERENCE & EXPO® 2018

# **3 Strikes, and You're NOT Out in F&I**



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The way we score a home run in our F&I game is by maximizing the profit on the front and the back of a deal. F&I departments can add thousands of dollars to a dealership's bottom line with no additional investment in inventory, display or storage space. A simple, but not easy, sales process, a little determination and investment in the time required train yourself to execute the steps of the F&I sale are all that are required. Once you have the basics of how to play the game in place, the only question is:

## HOW MANY SWINGS CAN (WILL) YOU TAKE?

### **Warm-Up Swings\***

Interview: "What are you going to be doing?"

Cuddle: "We are family now."

Educate: "What your warranty doesn't do is ..."

### **Swing #1: Menu\***

"Now that I've gone over your choices, pick one."

### **Swing #2: Ancillary Benefit\*\***

"Did I mention the Trip Interruption Benefit, the hotel and the rental car?"

### **Swing #3: Horror Story\*\*\***

"Let me show you this RO from a (insert repair item) off a boat just like yours that hit a small rock, and it would have been covered."

### **Swing #4: Smart Logic Example\*\*\***

"Don't you think the smart thing to do is to cover yourself against this risk??"

### **Swing #5: Ridiculous\*\***

"It's only (insert \$/day). That's less than your (insert example). At that price it would be ridiculous to not take advantage of the benefits"

### **Swing #6: Waiver\***

"OK, it's your last chance to take advantage of...."

### **Swing #7: Follow-up Call\***

"Before I send in the warranty registration, I wanted to make sure you had had a chance to consider the additional coverage...?"

- \* Minimum Expectation = Little League Swings
- \*\* Secondary Effort = Minor League Swings
- \*\*\* Art of The Game = Major League Swings