

Envision 
Your **Dealership**



F&I: Does That Stand For Fairies & Imps?

DJ Stringer



What Is A Fairy?

Like fallen angels,
neither bad
enough for Hell
nor good enough
for Heaven.





What Is A Fairy?





What Is A Fairy?





What Is A Fairy?





What Is A Fairy?





What Is A Fairy Tale?

“contes de fées”

fair·y tale

/ˈferē tāl/

noun

a children's story about magical and imaginary beings and lands.





Who Tells The Story?





Who Tells The Story?





Where Do We Tell The Story





Who Is The Story For?





Who Are The Monsters?





Who Are The Monsters?

Mechanical Failures



Stains & Tears



Loss Of Use





Who Are The Heroes?

- ESC
- PMP
- Appearance
- GAP
- Lifetime Battery
- Theft
- T&W





Magic Potions & Beans

- F&I Menu
- Experiential Presentation
- Overcoming Objections
- F&I Training





Elements Of Our Fairy Tale

- Storytellers – who tells the F&I story?
- A Land Far Far Away – where do we tell the stories?
- Princesses and Talking Animals – who is our story meant for?
- Wolves and Witches – what monsters are in our story?
- Knights, Fairy Godmothers, and Dwarves – who are the heroes?
- A Happy Ending - what happens at the end of our story?





The Math Monster



60%+ Finance

50%+ ESC

30%+ GAP

30%+ Appearance



FAIRIES & IMPS...

F&I IS NOT A FAIRY TALE

HANDOUT

- THE MORAL OF THE STORY: **__PROFIT \$\$\$ is the happy ending!_**
- STORYTELLER OR THE TRIBE: **__VILLAGE ELDER__**
- BENEFIT: **CONTROL & CONSISTENCY** STUMBLING BLOCK: **VOLUME**
- CAMPFIRE OR CASTLE: **_HOME IS WHERE THE HEART IS__**
- BENEFIT: **COMFORTABLE** STUMBLING BLOCK: **SPACE**
- THE F&I HEROES: **__ESC, APP, GAP, T&W, BTY, PPM__**
- BENEFIT: **PROTECTION AND PROFIT** STUMBLING BLOCK: **PROVIDERS**
- THE MATH MONSTER: **_TOO GRAPHIC FOR AUDIENCE!!!__**

IN YOUR STORE...

WHO

WHERE

WHAT PRODUCTS

HOW ARE WE TRAINING

THE SALES PROCESS?



Questions?

Please raise your hand and we'll be around with a mic so everyone can hear your question.



THANK YOU!

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