



F&I Certification School - Course Description

**Rated as Top F&I Training Provider Nationally for 16 Consecutive Years
(2005 –2020)**

This is a comprehensive four-day F&I certification course which includes eleven modules important to the responsibilities and activity of a professional F&I Manager.

Hours Each day starts at 9:00 a.m. and concludes at approximately 5:00 p.m. on Monday through Thursday. We often finish our work earlier on Thursday; however, flights should not be scheduled before 4:00 p.m.

Evaluations Participant effort and level of achievement will be evaluated by the UDS Trainers throughout the week. This information will be conveyed to your sponsors upon course completion.

Testing There will be an Ethics & Compliance Certification Exam, 7 Quizzes, Video role-play sessions and a written as well as video Final Exam.

Module 1: Introduction to F&I

This module is designed with all F&I Managers in mind, regardless of experience. If they are new to F&I, this module will provide them with a solid foundation to begin building a career. If they are experienced F&I Managers, this module will provide them with important elements to broaden their scope and expand performance.

Module 2: Administration and Management

There is more to F&I than just selling. Without question, the position of the F&I Manager in today's dealership is the most detail-oriented role in the dealership's front-end operation. As the manager of this critical department, the development of specific administrative and management skills is required for consistent success. This Module will address all the primary aspects of becoming a solid administrator as well as review the management traits it takes to becoming a leader in this field.

Module 3: Product Overview

Product knowledge creates confidence, which creates enthusiasm and enthusiasm sells. This module will review the common features of each F&I product and service offered in the F&I office today. It will also give each participant the tools needed to create value by matching each product's features and benefits to customer needs.

Module 4: Ethics and Compliance Online Pre-Course Study

This module is an in-depth examination of compliance responsibility in today's F&I Office and in the world of virtual F&I and remote deliveries. The module ends with a final exam end of first day and those qualifying with a passing grade will receive an Ethics and Compliance Certification.

Module 5: Menu Presentation Styles and Techniques

Mastering a basic menu presentation is one thing, but this module takes it to the next level. The module is designed to give a streamlined approach that will provide each participant with a more powerful, efficient presentation, and techniques proven to improve their product sales and increase dealership profits whether face to face or a digital remote environment.

Module 6: Gaining Commitment

This module is designed to provide the participant with a rational and customer inclusive means to bring forward customer objections, handle multiple customer concerns and gain the customers commitment to purchase F&I protection products and services.

Module 7: Control through Finance

Statistics tell us that 85% of all F&I products and services sold are sold in conjunction with a financed purchase. This module is designed to provide the participant with the essentials to maximize each opportunity through conversion, controlling every deal.

Module 8: Lender Relations

Understanding deal structure from all angles increases profitability and drives more approvals. This module will provide the participant with a practical way to build better deal structure and improve lender relations by understanding how the lenders evaluate and approve deals based on risk.

Module 9: Keys to Leasing

This module is designed to examine the structure and benefits of consumer leasing. This module will also provide the key techniques that will enable the F&I Manager to unlock the profit potential of every lease opportunity.

Module 10: Setting the Stage for Success

This module is designed to leave the participant with a fresh look at all the preliminary aspects of being an effective and efficient F&I Manager in today's automotive environment and serve as a review prior to the final exam.

Module 11: Marketing Protection Products

This module will give the F&I Manager the know-how and motivation to market F&I products outside the F&I office. We provide a step by step process to create incremental sales of all products by identifying prospects and creating appointments using the data currently available within the dealership. We then go outside the dealership by sharing techniques that will draw the online protection product customer to you and your dealership, increasing penetration percentages and profits.