

# BEFORE CLASS

Meet with management to:



## Secure training buy-in

Establish a baseline to measure business & personal growth

Example **Baseline:** Current average PRU is \$1,300 per unit with a VSC penetration rate of 50%

Set goals beforehand

Example **Goal:** Increase PRU by 30% and achieve a 65% VSC penetration rate

Define metrics for skills development

- Setting time expectations
- Presenting products by tying them to individual consumer needs
- Using the product menu as a closing tool
- Overcoming objections

# AFTER CLASS

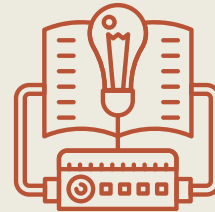


Implement and reinforce lessons learned in class

Track performance

Celebrate victories

Follow up with one-on-one training sessions



While the training itself is important, how that training is supported in the dealership can either make or break your ROI.

EFG F&I TRAINEES PRODUCE  
**\$206,400.00**  
IN ADDITIONAL F&I REVENUE PER YEAR!

	Average Before EFG Training	Average After EFG Training	Improvement with EFG
PRU	\$967	\$1,182	<b>+\$215</b>
Monthly F&I Revenue	\$77,360	\$94,560	<b>+\$17,200</b>

\*Assumes 80 turns per month

EFG Training Upfront Investment **\$2,000**      Monthly F&I Revenue Improvement with EFG **\$17,200**

**100X RETURN ON INITIAL INVESTMENT**



For more information on EFG's Training Services, call 1-800-527-1984.