

## SELLING MORE SERVICE AGREEMENTS

- FINANCING IS THE KEY! USE A LENDER THAT WILL FUND SERVICE AGREEMENTS. AUTO SERVICES CURRENTLY HAS AGREEMENTS WITH RELIABLE CREDIT ASSOCIATION AND UNITED FINANCE COMPANY THAT ALLOW THEM TO BE MORE AGGRESSIVE WHEN PURCHASING RETAIL INSTALMENT CONTRACTS THAT INCLUDE AN AUTO SERVICES SERVICE AGREEMENT.
- FOR MAXIMUM PENATRATION, YOUR DEALERSHIP SHOULD HAVE A CHANGE OF FACE AFTER THE CUSTOMER COMMITS TO PURCHASING THE VEHICLE; A SPECIALIST WHOES FOCUS IS TO SECURE THE FINANCING AND PRESENT THE SERVICE AGREEMENT.
- 100% SOLICITATION 100% OF THE TIME TO 100% OF YOUR CUSTOMERS!
- OFFER CHOICES; LENGTH OF TERM AND AMOUNT OF INVESTMENT!
- ACT AS THOUGH EVERYONE BUYS A SERVICE AGREEMENT!
- USE THIRD PARTY EXAMPLES: MARY JANE, WHO TEACHES AT THE MIDDLE SCHOOL, WAS VERY RELIEVED THAT SHE HAD A SERVICE AGREEMENT WHEN SHE HAD TRANSMISSION PROBLEMS WITH HER CAR. MARY JANE'S CAR GOT REPAIRED WITHOUT CAUSING A BURDEN ON THE FAMILY BUDGET!
- USE THE POWER OF SMALL NUMBERS TO PRODUCE MORE SALES. REDUCE THE INVESTMENT TO CENTS PER MILE OR DOLLARS PER DAY. IN MOST CASES, GUARANTEED MOBILITY COSTS LESS THAN 3.5 CENTS PER MILE, OR LESS THAN \$1.00 A DAY!
- POINT OUT THAT WITH A SERVICE AGREEMENT THEY DO NOT HAVE TO SET ASIDE FUNDS FOR FUTURE REPAIRS. A SERVICE AGREEMENT MAKES THOSE PROVISIONS FOR THEM. THE INVESTMENT OF THE SERVICE AGREEMENT IS SPREAD OUT OVER THE TERM OF THE LOAN AND REPRESENTS NO ADDITIONAL EXPENDITURE AT THE TIME OF PURCHASE. THEY PAY AS THEY DRIVE!
- DO YOU HAVE A PRESENTATION BOOK? THIS CAN BE ONE OF YOUR GREATEST TOOLS AND IS EASY TO PUT TOGETHER. THE PRESENTATION BOOK SHOULD CONTAIN BROCHURES, AND ANY