

HOW TO SET UP AND PROFIT FROM A SPECIAL FINANCE DEPARTMENT

- PROGRAM CODE:** ✚ SF1
- PROGRAM DURATION:** ✚ 1 day: 8:30 a.m. – 4:30 p.m.
- WHO SHOULD ATTEND:** ✚ Special Finance Managers, Business Managers, Used Vehicle Managers, Sales Managers and Dealers
- PROGRAM OBJECTIVES:** ✚ Provide the necessary knowledge, tools and lender information to establish a profitable Special Finance Department

PROGRAM CONTENT

- What is Special Finance?
 - ✚ The Lay of the Land
 - ✚ Do I need Special Finance?
 - ✚ Myths
- Getting Started:
 - ✚ Managing Expectations
 - ✚ Setting Objectives and Goals
 - ✚ Hiring the Quarterback
 - ✚ Alternate Staffing
 - ✚ Administrative responsibilities
 - ✚ Compensation
- Special Finance Lenders
 - ✚ Who are they?
 - ✚ How do they buy?
 - ✚ How to work out a payment call?
- Inventory
 - ✚ What inventory to buy
- Marketing and Advertising
 - ✚ What strategies work today?
 - ✚ How to develop your own Marketing and Advertising game plan?
- On-Line Strategies
 - ✚ Leveraging tools and technology to drive leads
- Sales Process
 - ✚ How does the sales process differ from a prime customer

- TAKE-AWAY TOOLS:**
- ✚ Comprehensive text-based manual
 - ✚ Quick reference inventory sheet
 - ✚ DOC sheets
 - ✚ Special Finance sales log
 - ✚ Statistical analyses tools

PROGRAM INVESTMENT INCLUDES:

- ✚ \$425 / Participant
- ✚ All take-away tools
- ✚ Refreshments
- ✚ Lunch

Register today at wyemanagement.com or call 1-888-993-6468