

Compliments of your GMAC Insurance Account Executive and Account Manager. Your full circle solutions provider!

As the industry leader in providing dealership products, services and training, GMAC Insurance is looking to expand its leadership position further by being your dealership consultant. Dealer Xpress is back with more information, tips and techniques to assist you in improving sales, customer satisfaction and ultimately providing your dealership with a competitive edge in your market.

Xpress Lane

Effective August 1, 2008, in states that tax the claim deductible, GMPP/SSP claim transactions will no longer be processed to include tax on the deductible payment. For more information, please reference bulletin OPERATIONS-9-D1.

GMAC Insurance launched its new eStore website for ordering GMAC Insurance program materials: <http://estore.dealer.gmacinsurance.com> on June 2, 2008. To date the eStore has had over 20,000 visits and fulfilled over 1,900 orders for GMACI and F&I partner products. For additional information, reference bulletin MARKETING-9-D1.

Product Xpress...

Looking for a great way to protect your relationship with customers while strengthening your dealership's bottom line? Try offering your customers one of our best-in-class GAP solutions:

1. GAP Care Advantage*
2. VehicleOne Primary GAP
3. GAP Care

What's even better is that these products can be offered to both new and used car buyers!

*GAP Care Advantage is not available in all states.

A Full Circle of Solutions

Did you know that not only does GMAC Insurance offer quality F&I products and services, it offers Risk Management solutions like...

- GMAC Wholesale Floor Plan Insurance¹
- Motors Inventory Coverage²
- Garage Insurance³

We also offer business development tools that can lead to longer-lasting, more profitable customer relationships.

Conferences and Events

Stop by and see GMAC Insurance at the F&I Conference in Las Vegas, September 16-17, 2008 – Booth#433

Join Dennis Doyle, Vice President, GMAC Insurance Dealer Products & Services Marketing and Product Development at the F&I Conference in Las Vegas where he'll share insights as a keynote speaker on Capitalizing on the Right F&I Solutions for Better Business Results. In addition, Matt Hash, Income Development and Training Manager, will demonstrate and share techniques on finessing the close in your F&I sales process. And don't miss the opportunity to grill our panel experts, Eric Dragoo, Regional Managing Director and Bob Tournaud, Manager of Income Development Training on selling service contracts and insurance and Doug Frey, UWC Vice President on integrating F&I into sales.

Stop by booth #433 to talk to us about how you can improve your F&I revenue through the use of our customized selling system that includes income development training, menu selling and performance tracking tools. We are excited about participating in this year's conference!

¹GMAC Wholesale Floor Plan Insurance is written by Motors Insurance Corporation, a member of the GMAC Insurance group.

²Motors Inventory Coverage is written by GMAC Insurance group members Integon Specialty Insurance Company, and Integon Preferred Insurance Company. GMAC Insurance may also act as an agent for non-member companies to provide Motors Inventory Coverage.

³GMAC Insurance acts as an agent for non-member companies to provide Garage Insurance coverage.

Tips, Techniques and Best Practices

1. Would you like to make more money in your Parts Department? Identify a list of parts that customers tend to neglect, i.e., windshield wipers, air filters, oxygen sensors, etc. Each month have dealership service consultants concentrate on one of the items on the list and ask incoming customers when they last changed/replaced that item and ask the customer if the dealership could replace the item during this service visit. With the current high gas prices, focus in on those parts that could help customers improve their gas mileage. The parts will sell themselves!
2. It is not unusual for the customer to object to products and services that are presented during the F&I process. What is important to remember is if a customer objects to a product or service, often times that objection is a result of not having enough information to make an informed decision. Be sure to share appropriate product and sales literature and fully explain the benefits of the product or service to the customer, as well as what the product will do for them based on their wants and needs. There is a good chance that the customer will reconsider and purchase the product.

Incentives and Promotions

Work continues on the new and improved Reach for Rewards website, which is scheduled to launch at the beginning of October. We are putting the final touches on the new website home page, which will give you a snapshot of how your dealership is performing in the various loyalty and sales incentive programs offered by GMAC Insurance.

Dear MaX...Your Resource for F&I Tips, Techniques and Best Practices

“I’ve been able to maintain an average sales penetration on new VSCs of 36% over the past six months, but my CSI score still remains dismal. What can I do to boost my CSI score?”

Bob
El Paso, TX

Bob,
If you are not already doing so, why don’t you try having the salesperson introduce the customer to you and the F&I process at the salesperson’s desk and you can conduct a short interview right out on the sales floor, rather than escorting them directly into your office to be thrown into the F&I process. Since they have just spent anywhere from 30 minutes to 3+ hours at the salesperson’s desk, this should help put them at ease. This interview is a great opportunity to gather information, and most importantly, build rapport with the customer in comfortable surroundings.

Additionally, the CSI score is affected by the:

1. Length of time the F&I Manager spent with the customer
2. Customers comfort level with the F&I process
3. Whether the customer was offered all the F&I products your dealership has to offer

The CSI survey usually ends with these F&I related questions and then the customer is asked to rate their overall experience at the dealership. Think of the impact F&I has on CSI!

Providing Solutions, One Customer at a Time!

MaX

The GMAC Insurance DealerXpress is a bi-monthly publication featuring relevant and helpful F&I tips, techniques, best practices. If you have any ideas or suggestions on improving this communication, please send us an email at gmaci.dps@gmacfs.com and put DealerXpress in the subject line. Looking forward to hearing from you!

“Dear MaX” is written by Matt Hash and Bob Tournaud, GMAC Insurance F&I Dealership Consultants and Training Experts for the company. If you have an F&I question and/or issue that you would like to share, write to “Dear MaX” at gmaci.dps@gmacfs.com or 400 Galleria Officentre, Suite 200, Mail Code: 480-300-221, Southfield, MI 48034 and we will try to include your question or issue in a future edition of DealerXpress.