

JERAM MARKETING NEWS

Nancie Pajan—Editor

September, 2016

What Does It Take To Get A Master A.F.I.P. Certification?

When Jeram Marketing's Director of Training, Nancie Pajan, came to me asking if I minded if she spent 2 days in Cincinnati Ohio for an Association of Finance and Insurance Professionals (A.F.I.P.) Boot Camp, I, of course, said yes. Anything that keeps Jeram Marketing on top of the ever-changing and always confusing laws and regulations that govern our business is important to me. She already had her Basic and Senior certifications, so it made sense to go for the next level, Master. What I didn't realize was that not only would this test include the old, as well as the new regulations, it would require that her knowledge be tested at a more in-depth level. This was not just a lesson in memorization, this would be a test of legal nuances and real-world scenarios. So, in the middle of the first Steeler game of the season, ironically against the Cincinnati Bengals, Nancie drove to the boot camp, studied, crammed, took notes, crammed some more, fretted and worried about whether she was going to do as well on this test as on the others, or even pass on the first try. The morning of the test, in a class of about 18 F&I professionals, she was handed the test booklet for the Master certification. Did she pass? She did—and scored 100%! We at Jeram Marketing congratulate her on her efforts and dedication to staying on top of the F&I compliance maze.

Jerry O'Neill, President

Making The Most of Multi-Shield

In my travels to your dealerships, I see many of you having success with the Multi-Shield product. Just a reminder: Part of menu-selling is responding to a "no" with additional options. So, when you can't get a yes for the whole product, offer your customer another option by separating the products within it. The customer sees a benefit to their need, and a drop in payment. This is particularly helpful on a lease where any product can show a dramatic increase in a payment, but letting them choose one of the benefits, tire and wheel, for example, gives them a manageable increase, lets them feel that they've controlled the sale, and gets you a product and profit! And that's a win for everyone!

JERAM MARKETING F&I SEMINAR

Topic: Freshen Your F&I Presentation Skills and Objection Handling

The pace of the summer selling season can take its toll. Presentations get stale from constant repetition; nerves get frayed from cash and lease deals or just answering the same objections over and over.

Join us for some fresh menu and product presentation skills, and persuasive, real-world answers to the questions and concerns your customers may voice. In fact, we invite you to bring your most challenging obstacle to the seminar for a brain-storming session!

When

Tuesday October 11th, 9:30 am to 4:30 pm - Lunch included

Where

Jeram Marketing Office
71 McMurray Road, Suite 201
Pittsburgh, PA 15241

RSVP by October 6th

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Or to your account representative

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