



The Automotive F&I Selling Guide: The things you won't learn that can make your life a lot easier

Thomas Wells

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This was initially intended to be anonymous as I am still practicing F&I. You'll find that this is no longer an anonymous endeavor and I welcome you to the learning process!

There are many courses out there that show you the things to say when you get an objection; "Google" the objection when you get it and you'll find something that will help you the next time around. That's great and highly encouraged (seriously, I do it) but this is something that I haven't been able to find anywhere else.

I feel that if every F&I Manager out there read this selling guide, there would be a lot more happy customers with more F&I products out there (as well as happy F&I Managers!).

I've found that around 80% of the people out there...



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Ann Walsh:

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