

Accelerate your subprime business

41 percent* of Americans are currently in need of subprime financing options, making this the largest growing credit demographic since the great recession. Many successful dealers are realizing the importance of maximizing opportunity by paying attention to this demographic, understanding their needs, and learning more about the subprime consumer.

Let the consultants from GM Financial prepare you for long-term success. The GM Financial Subprime Workshop offers comprehensive training to help you refine your focus and approach with subprime customers while helping drive additional leads and opportunities for maximum results.

Off-site or at your dealership, we prepare your team

The GM Financial Training Team will walk you through the building blocks of a successful approach to the subprime market in a learning environment with multiple dealerships or we can tailor the learning to take place at your dealership. As a participant, you will:

- Review subprime fundamentals
- Identify and approach the subprime customer
- Overcome objections and challenges unique to subprime
- Discuss Industry Best Practices

Audience: Dealer principals, sales managers, F&I managers and sales personnel



Morning Session

(prerequisite for the afternoon)

This workshop prepares you to cover all aspects of working with credit-challenged customers. Participants will gain in-depth knowledge regarding:

- Who is subprime and why, plus the benefits of engaging these customers
- Developing strategies to integrate a subprime focus into the dealership's sales process
- Overcoming objections through interactive and engaging training sessions

Participants will gain the knowledge and confidence to successfully offer all customers a positive buying experience.

Afternoon Session

(morning is a prerequisite)

Targeted toward management, this course focuses on

- Effectively generating and sustaining subprime leads
- Deal structuring and effective tracking in the dealership

A strong focus is placed on how to maximize these opportunities with an emphasis on compliance.

In-Dealership Consulting

The in-dealership GM Financial Subprime Workshop is designed to provide focused reinforcement to specific departments within the dealership. This additional consulting option is designed to be flexible and adaptable based on dealership needs and availability.

Sales Personnel

Reinforce training in a more-focused, one-on-one environment

Training:

- Role play sales scenarios including email and phone interactions
- Role play qualifying questions and customer approaches
- Anticipate and overcome customer objections

Finance Department

Deliver F&I specific training

Training:

- Develop and enhance strategy for lender management
- Implement effective tracking and analysis
- Streamline the funding process

Sales Desk

Reinforce the short-term and long-term benefits of subprime

Training:

- Develop desk strategies to support a subprime focus
- Develop lead generation and tracking processes
- Consult with Sales Management to provide potential training solutions based on staff-specific needs identified throughout training

Accounting Office

Set proper expectations for specific documentation in the accounting office

Training:

- Discuss keys to faster funding
- Implement a funding checklist specific to subprime lending

Enrollment

For information about GM Financial Dealer Training, course offerings in your area, or to enroll, contact your Dealer Relationship Manager or call GM Financial Dealer Training at (817) 525-6708.

From time to time, GM Financial facilitates and provides training for dealers to assist them with their business needs. GM Financial assumes no responsibility for the actions or conduct of a dealership or its employees. The information contained in any training material is not legal advice. Dealers should consult their own counsel for any legal issues or questions.

Fees

With customized off-site and in-dealership training available, GM Financial Dealer Training has a solution that will fit your specific needs. Training fees are based solely on costs accrued and are priced on a case-by-case basis.

Contact

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*www.myfico.com/crediteducation/creditscores.aspx

