



In-Dealership Consulting



Leasing Workshops

Leasing experts are forecasting double-digit growth over the next few years. For many successful dealers, leasing is more than an alternative form of financing. It is an opportunity to generate a steady stream of repeat and referral customers.

Let the lease consultants from GM Financial prepare you for long-term success. The GM Financial Lease Workshop offers comprehensive training to establish and maintain an educated Sales and Management team.

Multi-Dealership Workshop

All-Day Seminar

The GM Financial Training Team will walk you through the building blocks of successful leasing in a learning environment with multiple dealerships. As a participant, you will learn leasing basics and benefits, an overview of the successful lease sales process and the mechanics of a lease. You will then design and develop an action plan to utilize this knowledge at your dealership.

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

Duration: One day

Location: Off-site conference center

Single Dealership Workshop

Morning Session *(prerequisite for the afternoon)*

This workshop prepares you to cover all aspects of leasing in your dealership. Participants will gain in-depth knowledge on leasing basics and benefits, strategies to successfully integrate leasing into the dealership's sales process, and overcoming objections through interactive and engaging training sessions. You will gain the knowledge and confidence to successfully offer leasing as an alternative finance solution.

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

Duration: Half day

Location: Your dealership or private off-site conference center

Afternoon Session *(morning is a prerequisite)*

This course focuses on effectively generating and sustaining leasing in the dealership. A strong focus is placed on how to maximize leasing as an effective tool to move more vehicles. Here, you will analyze the current state of the dealership and create a road map for managing the lease process, including ongoing staff training, advertising, the sales process and setting goals. We will then provide an overview of how to leverage the GM Financial lease program for maximum results.

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

Duration: Half day

Location: Your dealership or private off-site conference center

The in-dealership GM Financial Lease 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
- Role play qualifying questions
- Overcoming initial customer objections

Sales Desk

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

Training:

- Assist with structuring a lease in your DMS
- Assist Sales Managers with developing a desking strategy for presenting lease payments to all qualified customers
- Consult with Sales Management to provide potential training solutions based on staff-specific needs identified throughout training

Finance Department

Deliver F&I specific training

Training:

- Print lease agreement and check for programming accuracy
- Create a lease-specific menu to maximize product sales
- Overcome customer objections to the lease option

Accounting Office

Set proper expectations for lease specific documentation in the accounting office

Training:

- Discuss lease-specific title work
- Discuss keys to faster funding

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) 983-0765.

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

GM Financial Dealer Training
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email: DTD@gmfinancial.com

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.

