



NATIONAL
AUTO CARE

TRAINING



Bring More Value to Your Clients with NATIONAL AUTO CARE TRAINING

What makes you stand out to your clients? SERVICE! Your willingness to go the extra mile to help your clients succeed – to offer not just great products, but knowledge, attention and training. National Auto Care can help you provide industry-leading training to all of your clients with our new Agent and Dealer Training Program. We're offering classes on the most relevant, useful topics in F&I today, from menu selling to compliance – all prepared and conducted by 30-year industry veteran Jay Lawrence.

You can take advantage of an open training session in your area, or plan a private session for your agency staff or dealer partners. For more information on planning a private training session, please call National Auto Care at 800-548-1875, option 4.

**Call your FAST representative at
1-800-548-1875 for more information
or to register for any of our 2016 courses.**

- ▶ TRAINING THE TRAINER
- ▶ SELLING IN THE SERVICE DRIVE
- ▶ COMPLIANCE TRAINING
- ▶ GETTING PAST THE “NO”

1-DAY Courses



1-DAY COURSE DESCRIPTIONS

Training the Trainer

Training is so much more than just a “how to” session! Learn the basics of designing and conducting an effective training session in this fast-paced one day session.

Course Agenda:

- Introduction
- What is Training?
- Communication
- Understanding all the Players
- Presentation Skills
- Follow-Up

\$295

Selling in the Service Drive

According to Automotive News, the average dealer sold about 70 cars a month in 2014, but they saw about 40 CARS A DAY in their service lane! Learn how your dealership can take advantage of this opportunity to increase both service and F&I sales.

Course Agenda:

- How has the Business changed?
- Service as a Sales Center
- Benefits of Upselling and Ancillary Products
- Understanding the Sales Process
- Service Drive Menu Presentation
- Ancillary products
- Understanding Objections

\$295

Compliance Training

Glance at the headlines on any given day, and you’ll see that compliance with the ever-changing F&I regulations can be a moving target.

National Auto Care outlines the fundamentals of the “who” and the “what” of F&I regulation to help you keep your dealership compliant.

Course Agenda:

- Who’s Who
- Legislation
- Consequences
- Discrimination
- Overt
- Precedent
- What this means to you now
- Litigation readiness - Compliance

\$295

Getting Past the “NO”

A great companion to the National Auto Care Product Presentation, “Getting Past the No” is a NO-COST training session that will help you open more doors and close more sales.

This exciting one-day course will strengthen your product presentation skills. You will also learn how to better identify objections, then overcome those objections by presenting additional features and benefits to “Get past the NO!”

No-Cost

MULTI-DAY Courses

F&I MENU TRAINING

2 OR 3-DAY COURSE DESCRIPTIONS

2-Day F&I Menu Training

This intensive course offers F&I professionals an in-depth study designed to build skills from the fundamental basics of structuring the deal to building credibility. Designed for professionals who have some basic knowledge of F&I concepts and process. Class participants will practice interview tactics and menu presentations using video role play exercises, and have the opportunity to interact and learn from their F&I peers from around the country.

Course Agenda:

- T.O. Today's Customer
- Reasons to Interview
- Effective Questions
- Meet & Greet
- Customer Interview
- 3rd Option Pre-Sell
- Menu Presentation
- Transition to the Up-Sell
- Questions, Statements & Objections

\$595

3-Day F&I Menu Training

This intensive course offers F&I professionals an in-depth study designed to build skills from the fundamental basics of structuring the deal to building credibility. Designed for professionals who have some basic knowledge of F&I concepts and process. Class participants will practice interview tactics and menu presentations using video role play exercises, and have the opportunity to interact and learn from their F&I peers from around the country.

Course Agenda:

- T.O. Today's Customer
- Reasons to Interview
- Effective Questions
- Meet & Greet
- Customer Interview
- 3rd Option Pre-Sell
- Menu Presentation
- Transition to the Up-Sell
- Questions, Statements & Objections

\$795

National Auto Care Training



All National Auto Care courses are offered at the company's state of the art training center in Westerville, OH. Class sizes are limited to ensure quality and to maximize interaction between the trainer and participants.

All courses include materials and on site breakfast and lunch. All travel and incidental expenses are the responsibility of the participant

Participants can take advantage of Port Columbus International Airport for air travel. The National Auto Care corporate office is conveniently located just off of interstate 71 for access by car. Numerous hotels are located close by.

* Registration availability based on standard class attendance guidelines; 3-Day Menu, Max 16; 2-Day Menu = Max 8; 1-Day Compliance, Max 14.

NATIONAL AUTO CARE 1ST QUARTER 2016 TRAINING SCHEDULE

DATE	CLASS	OPEN/CLOSED	TRAINING SITE	CITY, STATE
January 12 – 14	F&I Menu Training	Private Classes		New Jersey
January 19 – 21	F&I Menu Training	Open for Registration	Embassy Suites Minneapolis Airport	Minneapolis, MN
February 16 – 17	National Auto Care Product Agent Training	Open for Registration	Westerville Training Center	Columbus
February 18	National Auto Care Getting Past the “NO”	Open for Registration	Westerville Training Center	Columbus
February 23 – 25	F&I Menu Training	Private Classes		Boise, ID
March 8 – 10	F&I Menu Training	Open for Registration	TBA	New Orleans, LA
March 15 – 17	F&I Menu Training	Open for Registration	TBA	Phoenix, AZ

About the Trainer



All National Auto Care courses are designed and taught by Training Director Jay Lawrence. Jay brings more than 30 years of automotive F&I experience to every NAC F&I course offering.

Jay started his career as a loan officer for a nationwide consumer lending company. His early success led to him Pat Ryan and Associates, a Chicago-based Credit Insurance and Vehicle Service Contract Company, then to Toyota Motor Insurance Services, where he served as a District Manager, National Sales and Marketing Manager for Toyota Motor Sales Australia, Ltd, and Training and Business Development Manager for TMIS at the Toyota headquarters in Torrance, California.

After leaving Toyota, Jay founded his own company, Lawrence Custom Training & Consulting, working with industry leaders including Universal Underwriters, JM&A, and American Honda to increase sales, profits, customer satisfaction and retention. Jay joined National Auto Care in 2015 with the specific goal of leading the company's training efforts.



440 Polaris Pkwy, Suite 250
Westerville, OH 43082
800-548-1875
NATIONALAUTOCARE.COM