



Paragon Dealer Training is proud to host this high impact 2 day development program. This teaches innovative and effective techniques for F&I selling proven to accelerate penetration and profit. This seminar will be hosted by Dana Gaudet, Director of Training along with our experienced talented team. Our instructors are among the most respected and effective trainers in the automotive industry.

This unique approach to F&I selling has proven to increase F&I profits immediately. With a dynamic training style, PDS training receives outstanding reviews from students and dealer owners. We are dedicated to driving improvement with an impressive track record of results.

STUDENT COMMENTS:

"...By far the most effective training I have ever attended. This class has had a major impact on my performance!"

"...After returning from the class my PVR jumped over \$400 using the techniques learned in this class."

"... Not only did my F&I Performance increase, this class enhanced my interpersonal skills helping me in every aspect of my professional and personal life."

"F&I Sales and Income are more important than ever!"

With the upturn in consumer confidence and vehicle sales, dealership F&I departments have the opportunity to accelerate dealership income.

Is your Team prepared?

Paragon Dealer Training will be hosting a two day training program "Paragon Process for F&I Selling, an **innovative system for success**" This program is specifically designed for new and experienced F&I personnel.

- **The "2 Minute Presentation"**
- **Preparing the perfect TO**
- **Build value in the customer's mind**
- **Menu presentation techniques**
- **Real life role playing**
- **Creating up-sell opportunities**
- **Overcoming customer objections**
- **Compliance - *The rules and the laws***

March 11th and 12th
8:30 am - 4:00 pm

Location:

"The Club"
1 Robert S. Smith Drive
Birmingham, AL

\$395 for PDS Customers
\$695 for Non-PDS Customers

Seating is limited and will be filled on a first-come first-served basis. Don't miss this opportunity.

Register Now by completing the form attached



F&I Training Sign-Up

Paragon Dealer Services is holding an F&I training class specifically designed for current and future F&I Personnel. The class will be conducted by Dana Gaudet and the Paragon Training team, renowned as some of the most highly regarded trainers in the automotive industry.

Our goal is to provide you with valuable information that will help drive improved profitability and customer retention.

Dates: **March 11th and 12th**
Time: **8:30am - 4:00pm**
Place: **“The” Club**
1 Robert S. Smith Dr.
Birmingham, AL

=====

Please fill out form below

Attendee Name _____ Dealership _____

Title _____ City, ST, Zip _____

e-mail address _____ Phone # _____

Please fax or e-mail this form

Fax: 205-490-1420

e-mail: ksiegal@paragondealerservices.com