



## BULLETIN #114/2020 SEPTEMBER 21, 2020

### COMPLIMENTARY WEBINAR FOR ALL MSADA MEMBERS

#### VIRTUAL F&I TRAINING FROM ETHOS GROUP

**TUESDAY, SEPTEMBER 22, 10:00 A.M. – 10:30 A.M.**  
**WEDNESDAY, SEPTEMBER 23, 10:00 A.M. – 10:30 A.M.**  
**THURSDAY, SEPTEMBER 24, 10:00 A.M. – 10:30 A.M.**

Ethos Group, your Association's endorsed F&I provider, will be hosting a free 3-day F&I Training Series for all F&I managers this week on Tuesday (Sept. 22), Wednesday (Sept. 23), and Thursday (Sept. 24), at 10am-10:30am each day. This is a great opportunity for new and veteran F&I managers alike to learn how to provide customers the best experience while maximizing each opportunity.

#### AGENDA

##### **Tuesday, September 22 @ 10am**

- Our New Environment: Analyzing current market conditions
- Leadership from the F&I Office
- Getting \$200/car increase through discovering your potential

Zoom Meeting link: <https://us02web.zoom.us/j/9751562798>

##### **Wednesday, September 23 @ 10am**

- Characteristics of top performing F&I Departments
- The Base Statement – our credibility builder
- The Service Contract Presentation

Zoom Meeting link: <https://us02web.zoom.us/j/9751562798>

##### **Thursday, September 24 @ 10am**

- F&I Objection Handling
- Virtual/Remote Selling in F&I

Zoom Meeting link: <https://us02web.zoom.us/j/9751562798>

Should you require any additional information, please do not hesitate to contact us.

#### MSADA - YOUR DEALER ANSWER PLACE

If you have any questions regarding this bulletin, please contact Robert O'Koniewski, Esq., MSADA Executive Vice President, by e-mail at [rokoniewski@msada.org](mailto:rokoniewski@msada.org), or Peter Brennan, Esq., MSADA staff attorney, by e-mail at [pbrennan@msada.org](mailto:pbrennan@msada.org), or either by phone at (617) 451-1051.