



**RON REAHARD**  
President  
Reahard & Assoc

## ***Achieving F&I Excellence!***<sup>TM</sup> F&I Manager Certification Course

*with Ron Reahard, nationally recognized F&I trainer, author, NADA speaker, and President of Reahard & Associates*

***Achieving F&I Excellence!***<sup>TM</sup> is proven to help F&I managers:

- change focus from "selling" products to helping customers, increasing product sales, profits and customer satisfaction with the F&I process.
- increases sales of F&I products by providing a process to collapse confrontation at the point of contact.
- learn effective sales techniques, with visual aids and service contract closes.
- implement an F&I presentation based upon the customer's needs, not the F&I manager's agenda.
- respond positively to customers' questions, concerns and objections.
- use objections to help lead customers to positive buying decisions.
- evaluate and analyze credit from a lender's perspective in order to provide paper buyers with valid reasons to approve the credit-challenged customer.
- understand the laws and regulations that impact F&I on a daily basis.
- ensure that proven, consistent F&I processes and best practices are utilized.
- create a tradition of excellence and a genuine belief in their products and their own abilities.

**/// Class size is limited. Register today!**

### **2017 SCHEDULE**

- February 14-17
- March 13-15 (Soddy-Daisy, TN)
- April 11-14
- May 16-19
- June 13-16
- August 14-16 (Soddy-Daisy, TN)
- September 19-22
- October 17-20
- November 7-10
- December 12-15

### **TWO EASY WAYS TO REGISTER!**

1. Contact Sales Support at  
**800-345-0191, ext 450**
2. Complete the attached form
  - Email [salesupport@cnanational.com](mailto:salesupport@cnanational.com)
  - Or fax form to **(800) 628-0781**

NOTE: The registration form can also be found online under the Training menu (6136 Achieving F&I Excellence Enrollment Form for 2017)

**All classes are held at our Scottsdale Training Center (unless noted otherwise).**

2017 *Achieving F&I Excellence!*<sup>TM</sup>  
**MANAGEMENT CERTIFICATION PROGRAM**  
*with Ron Reahard of Reahard & Associates*

## REGISTRATION

(PLEASE PRINT CLEARLY and verify spelling for certification award)

Attendee Name: \_\_\_\_\_

Mobile Number: \_\_\_\_\_ Email: \_\_\_\_\_

Dealership Name: \_\_\_\_\_ Dealer #: \_\_\_\_\_

Dealer/GM Contact Name: \_\_\_\_\_

Dealer/GM Contact Title: \_\_\_\_\_

Dealer/GM Contact Email: \_\_\_\_\_

Dealership Phone: \_\_\_\_\_

Dealership Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Send confirmation email(s) to: \_\_\_\_\_

## COURSE MATERIALS

Each attendee receives:

- *Achieving F&I Excellence!*<sup>TM</sup> Training Manual
- *Achieving F&I Excellence!*<sup>TM</sup> Testing & Certification
- *Achieving F&I Excellence!*<sup>TM</sup> Certification Award (*if qualified*)
- Initial supply of Financial Services Overview forms
- Performance evaluation
- Continental breakfast and refreshments

(Note: Airfare, hotel and transportation are not included.)

## TRAVEL ARRANGEMENTS

Please do **NOT** make travel arrangements until confirmation is received, as CNA National is not responsible for any change fees incurred by class participants and spouses/guests.

(NOTE: Phoenix Sky Harbor is the closest airport.)

## CANCELLATIONS

Sorry, but any cancellations within thirty (30) days of scheduled start date are not refundable.

2017 COURSE DATES	REGISTER
February 14-17	COMPLETE
March 13-15 (Soddy-Daisy, TN)	COMPLETE
April 11-14	COMPLETE
May 16-19	<input type="checkbox"/>
June 13-16	<input type="checkbox"/>
August 14-16 (Soddy-Daisy, TN)	<input type="checkbox"/>
September 19-22	<input type="checkbox"/>
October 17-20	<input type="checkbox"/>
November 7-10	<input type="checkbox"/>
December 12-15	<input type="checkbox"/>

## LOCATION

Classes are sponsored by CNA National and held in our Scottsdale Training Center (unless otherwise noted).

**4150 N. Drinkwater Blvd • Suite 400 • Scottsdale, AZ 85251**

## COURSE SCHEDULE

Scottsdale, AZ	First day: 9 am — 5:30 pm
	Second & third days: 8 am — 5:30 pm
	Fourth day: 8 am — 1 pm
Soddy-Daisy, TN	All days: 8:30 am — 5:30 pm

Note: Classes in TN may be presented by a member of Reahard & Assoc.

## AGENCY PRINCIPAL AUTHORIZATION (REQUIRED):

The following is to be completed by the **AGENCY** (not dealership).

*By signing below, I authorize CNA National to debit my agency for the course registration fee.*

Agency #: \_\_\_\_\_

Agency name: \_\_\_\_\_

Principal's name: \_\_\_\_\_

Principal's signature: \_\_\_\_\_

**Class seating is limited. Priority will be given to active, producing accounts. Others will be wait-listed.**

Please email completed form to **salessupport@cnanational.com** or fax to **(800) 628-0781**.

Questions? Please call your CNA National Representative.