

# ***Here is what F&I managers are telling us about our training and the Package Option™ method...***

*“Tremendously more relaxed presentation, much more professional and credible. Excellent, approximately 75% of customers shown choose and upgraded payment, with about 50% going with the “preferred” package I offer.”* **Honda, Birmingham, AL**

*“Presents all products and services quickly. Don't have to step sell.”* **Nissan, Huntsville, AL**

*“The package option menu, with the options shown, prompts people to purchase more after market options than just a verbal explanation.”* **Ford, Troy, AL**

*“Have experienced at least 20% increase-almost immediately in income and product sales.”* **Lincoln-Mercury, Ft. Smith, AR**

*“Allows more confidence in selling the product.”* **Toyota, Springdale, AR**

*“The system is easy to use and the customers are very relaxed by this approach. Very effective, customers respond to choosing their own “option” for repayment. Used vehicle penetration has more than tripled in one week of using the package option. Keep up the good work!”* **Chevrolet, Fayetteville, AR**

*“I have been in the car business for 20 years (15 in F&I). At this point I needed a method totally different than what I have been using forever. The package option method gave me that and is working very well. We have increased our PRU by \$228. in seven days, in a department staffed by a veteran and a beginner. The seminar was short and very informative. I tend to lose interest in a long drawn out situation. Keep it the way it is!”* **Springdale, AR**

*“It is logical and simplifies the options for the customer. The system allows you to present 100% of your products 100% of the time to all customers. The first three closings after the seminar the customers were all quoted stripped payments-two out of three just made a selection. I was very impressed with the seminar and appreciate getting it learned in just one day.”* **Ford, Bodneville, AR**

*“The month before the seminar I sold mainly warranties-maybe 2 insurance policies. In the week since I've been back I have done 5 insurance policies-my first deal back I grossed \$1500. on the backend of a Gold Key Plus.”* **Ft. Smith, AR**

*“Takes the edge off “hard sell”, and makes it easy & fast.”* **Newport, AR**

*“It is much easier to present products to customers all together with one payment instead of trying to sell individual products. Many more sales than before.”* **Springdale, AR**

*“It is amazing how people just choose what benefits they want.”* **Honda-Acura, Fayetteville, AR**

*“It gives me an avenue to sell F&I products without pressure.”* **Sierra Vista, AZ**

*"You were right most people pick a payment and even if you have to back off, there is still something there without a hassle. Put \$27,000 in F&I on the book in the first 10 deals"*

**Nissan, Mesa, AZ**

*"It has worked great! I was skeptical at first, but I have kept using it and it has REALLY WORKED."*

**Chevrolet, Phoenix, AZ**

*"The system makes sense-my numbers have improved and are more consistent."*

**Chevrolet, Phoenix, AZ**

*"I'm more relaxed with my customers. People like to have the choice.",* **Kingman, AZ**

*"I've sold more service contracts & AH/CL since attending."* **Safford, AZ**

*"I feel it really gives you a game plan/strategy for a non-confrontational way of package selling. I'm increasing penetration on fully protected contracts also, offering 100%PPT!!!"* **Toyota, Tucson, AZ**

*"It's Great! Out of 10 customers, I've had one say they didn't want anything. Including lease customers."* **Mitsubishi-Isuzu, Long Beach, CA**

*"It's Great! After the seminar my first two clients bought everything. My percentages have increased plus I'm making more money. My time in the box has decreased. It's easy as 1-2-3."* **Buick-Olds-Pont-GMC, Manteca, CA**

*"Immediate impact on F&I performance. Finally people feel at ease in the box. Warranty penetration up 20%."* **San Luis Obispo, CA**

*"It makes the customer feel like he's in control because he can choose what is best for him. It worked on the first two deals I rolled! Thanks."* **San Luis Obispo, CA**

*"Increased profit on ESP service contracts. Customers react positively-more streamlined-faster."* **Ford, Chino Hills, CA**

*"Presenting the plans as options seems to make the customer feel as they are choosing what fits their needs. Thank you, I enjoyed the seminar."* **Pontiac Cadillac-Buick, San Jose, CA**

*"The availability to offer 100% of the product 100% of the time to 100% of our customers and give the customer the power to decide is great. I was very happy and my penetration levels soar. Thanks for a great seminar. It was truly more than I expected."* **Ford-Lincoln-Mercury, Paso Robles, CA**

*"Package Option makes the whole F&I process more streamlined and less confrontational. Since I've started using this approach my average per car has increased \$400. it's been great!"* **Jeep, Carlsbad, CA**

*"The system relaxes the customer up front, the effect from that is the customer will listen to your presentation. The result from using the approach is lot less confrontational, customers prefer this system and I believe the dealer will enter in a win-win relationship with the customer"* **Chevrolet, Ventura, CA**

*"By formatting package options in writing in front of customer. Not wasting time, using 4 to 7 minutes to present my products, bring customers in right away and doing paper work in front of them! I enjoyed your presentation."* **Pontiac-GMC, El Monte, CA**

*"Great Seminar. My customers are more comfortable. Keep up the good work."* . . . **Chevrolet, Ventura, CA**

*"Simplification in presenting intangible products"* **Hyundai, Merced, CA**

*"I had a record month the first month back"* **Newport Beach, CA**

*"It gives me a plan of action to combat the grind weary customer. It's great! Letting the customer decide alleviates tension and heat."* **Modesto, CA**

*"Wonderful! Since I've been back I've had 83% penetration on MBI and am averaging \$1279. per car on Hondas."* **Monrovia, CA**

*"It has worked every time I've used it!"* **Buick, Los Gatos, CA**

*"I was surprised how well it worked with the "Nissan ad car customer" who is price, term and interest rate conscious. My first two presentations to this type of customer-they bought alarm, ESC and sealants!"* **Nissan, West Covina, CA**

*"My First deal was over \$2000.! What a great approach, it really works."* **Infiniti Beverly Hills, CA**

*"Yes, Yes, Yes instead of No, No, No."* **Lexus, Oxnard, CA**

*"Before the seminar I was "flying by the seat of my pants". Now I have a plan!"* **Honda, Merced, CA**

*"The first two times I used it the customer picked the preferred program - made \$2128. & \$2037. backend grosses."* **Chico, CA**

*"The seminar is a well spent day full of good information-I have been able to increase profits by showing various options from the basic to deluxe. No pamphlets or charts just an easy presentations of options."* **Volvo, San Bernardino, CA**

*"Reaffirmed my personal belief that an honest and complete disclosure is an effective marketing tool. It's easier this way to show multiple products and services. We sold a "Red Tag" truck today-front end net was \$351.-backend net was \$4503.!!!"* **Dodge, Alhambra, CA**

*"Less tension in the non-confrontational approach makes everyone involved more relaxed. Customers respond real well to that!"* **Chev-Olds-Toyota-Geo, Ukiah, CA**

*"Great program-great presentation! Comfort level of my customers during the F&I process has increased significantly-more time to discuss the benefits of products after they have been closed-smiles just keep getting wider!!!"* **Cadillac, Fullerton, CA**

*"The Package Option approach has virtually eliminated any tension caused by selling an intangible. It really works!!"* **Ford-Mercury, Red Bluff, CA**

*"It is a fresh idea, simple and straight forward."* **Tustin, CA**

*"Giving our clients a choice and "explaining features and benefits" rather than "selling" really works! The average per car was \$900., now \$1300. thats \$400 more per unit."*

**Chevrolet, San Jose, CA**

*"A much easier way to sell without the pressure! Was averaging \$600. per car before your seminar, now were doing over \$1000. per car backend on Honda's!! Selling much more products and much more profit on every deal!"* **Honda, Indio, CA**

*"Ease of beginning the F&I function of the deal and probably easier for the customer to get what he/she wants. It worked right away-as another fact, it is Great!"* **Acura, Costa Mesa, CA**

*"I came back and had two \$1700. leases. Thanks for a REAL LIFE seminar with ideas both profitable and ethical. Mostly it has enabled me to offer 3 or 4 products without feeling that I'm pushing product after product. This allows the customer to choose the product he wants me to sell*

**Buick, Huntington Beach, CA**

*"It has worked great. F&I profit is up. The seminar was great."* **Chrysler, Hemet, CA**

*"It allows me to make sure I offer all products to every customer. It has helped me sell items I would not have if I tried to without that process. Great seminar* **Pontiac-Oldsmobile, Torrance, CA**

*"By selling all toys at once I have cut down on time and increased penetration ratios. Very impressed on how easy it worked. Thanks."* **Chevrolet, Industry, CA**

*"My warranty penetration went from 65% to 85.3%."* **Honda, Monterey Park, CA**

*"It has worked very well, particularly re: leases. My per copy is up significantly as is CSI for finance."* **Toyota, Sanger, CA**

*"It has helped me become more effective by passively selling all F&I products. Customers are not at all threatened and since C.S.I is the #1 goal in my dealership, this is the solution to any F&I managers dream. Thanks, this is the absolute most enlightening seminar I have ever attended."*

**Mazda Volvo, Burlingame, CA**

*"It saves me a great deal of time with my customers. My first deal surprised me simply because of how simple it is."* **El Cajon, CA**

*"It's Great-It makes everything non-confrontational. I find the customer pays more attention. This sounds funny, but, I was disappointed the seminar ended so soon."* **Ford, San Gabriel, CA**

*"More successful closes. Gives customer a choice-less pressure for both them and me. It's terrific."* **Hayward, CA**

*"Since I attended the seminar my average has increased over 170.00 per deal. It gives me the confidence to attack every deal the same way with consistently increasing results. Totally non-confrontational. I've already received thank you cards on our no pressure approach to presenting clients options. Thank you."* **Lincoln-Mercury, Carlsbad, CA**

*"It am in complete shock!! I went to the seminar with an open mind and I tried it with my first five customers and WOW!! They just pick up the pen and initial in the box they want. It's easy. Thank you!!"* **Toyota, Lodi, CA**

*"No pressure on the customer-an easy way to make the customer feel at ease. Something on every deal-as much as a \$75.00 a mo. bump."* **Ford, Lodi, CA**

*"Since I am new to the field I didn't have any habits good or bad in regards to selling F&I. The seminar set a precedent for me to continue-the Package Option approach has become a good habit. I am grossing over \$1000. to \$1500. a deal-no lie!!"* **Jaguar-Saab, Sacramento, CA**

*"Once presented in Package Option fashion you eliminate the SALES approach. It works!! My sales have increased. It works."* **Infiniti, Monrovia, CA**

*"I'm more at ease with selling the products. It's amazing how the customer reacts. No more hammering of products-gives them a choice. Great!!"* **Longmont, CO**

*"My Life, A&H penetration has drastically improved. My warranty penetration has also improved. I was extremely impressed with the class and the speaker."* **Littleton, CO**

*"It's quick and to the point. No guess work for the customers, they know exactly what services you're offering. Fantastic! The customers appreciate the speed and no nonsense form of selling."* **Cadillac, Colorado Springs, CO**

*"Quick and to the point with full disclosure, shortens the closing times and waits to get in the box. So far, very effective. Solves the step-selling approach problem and decreases your grind."* **Ford, Englewood, CO**

*"It takes you, as an F&I person, out of force selling. It lets the customer make his choice as to what is best for them. I'm making more money in the F&I dept. and not having to spend as much time selling."* **Chevrolet-Buick Sterling, CO**

*"It really gives F&I credibility from the start. Releases tension and allows people to make a more informed decision. I have sold product on 70% of my retail customers since the seminar."* **Nissan, Aurora, CO**

*"It has been very successful!"* **Lincoln-Mercury, Englewood, CO**

*"It is a very forthright approach-the customer accepts it as up-front and honest-giving me more confidence in my presentation. It takes some of the pressure off!"* **Dodge, New Britian, CT**

*"Package Option will help me present all of our products, all the time!!! The results are great thus far. Very non-confrontational. Big backends!!! Customers are very happy, and they seem to love picking a box!!! Warranty penetration has increased greatly!!! Very easy to use and very quick. Makes full presentation very simple!!! Thank you!!!"* **Thomaston, CT**

*"It gives me a chance to present more items to the customer without being too pushy. I have sold more service contracts with it."* **Stamford, CT**

*"It gives a new and non-confrontational approach to selling F&I products."* **Old Saybrook, CT**

*"Throughout my twelve year tenure in the automobile industry of which summarizing has been sales and F&I management positions. I have always been an advocate of a complete disclosure type of selling. Congratulations on your program. Mr. Angus did an excellent job of training. Very, very successfully. The very first four transactions resulted in an average profit per retail unit of \$1125. I would certainly highly recommend the practice of Package Option."* **Cad-Pont Stamford, CT**

*"With todays dealerships attention on C.S.I. the Package Option approach offers a low pressure way to increase F&I profits."* **Volvo, Milford, CT**

*"I was always looking for an easy way of presenting products in a simple format and in a non-confrontational way."* **Olds-Cad-Pont, Hamden, CT**

*"Many times I don't get all of our products in front of all of our customers. I have been to many F&I seminars and I am comfortable with all the different selling skills I have learned. However, all of these techniques are useless if the customer is not exposed to the products. So far, it has worked very well. Since getting back I have only sold three bikes but two of the three picked fully loaded payments. Thank you for a very effective tool."*

**Harley Davidson Stamford, CT**

*"I think that it will be a lot easier than trying to sell each item individually. I can not believe how easy it really is and how well it works. It has worked excellent. I wish that I knew about it sooner."*

**Thomaston, CT**

*"A non-confrontational approach is always very effective. It also offers a way to present several products to the customer without a "pitch". They begin to assimilate the information before asking any questions, the questions are usually the real objection and are easily overcome. I have had good success presenting both to new and used car customers. Equity protection allows flexibility for creative solutions."* **Thomaston, CT**

*"In the last 10 days of the month I generated 2/3 of the departments profit"* **Lincoln-Mercury, Plainville, CT**

*"4 out of 5 presentations resulted in sales. Like you said ...IT WORKS!"* **North Haven, CT**

*"In simple terms-it's easy as pie! Total income on five deals \$7062.39."* **Chevrolet-Mazda, Derby, CT**

*"It has helped me to open doors to people I'd not been able to sell to before."* **Wallingford, CT**

*"It's increased my service contract penetration by 25% and my Life & AH penetration about 25%-total dollars up \$425. per. I don't know any way to make my job easier-thanks for everything!!!"*

**Dodge, Middletown, CT**

*"It's working very well and I have even had customers who thanked me for presenting them with the choices."* **Honda, Manchester, CT**

*"It works extremely well. No pressure, no walls of defense by the customers. I will continue to use the Package Option approach. The seminar was one of the most informative I've been to."* **Milford, CT**

*"Customers have bought more products than I can sell."* **Volkswagen, Plainville, CT**

*"Since returning to the dealership I have used it with success. The program was very informative and presented extremely well. Thanks."* **New London, CT**

*"The seminar was helpful in more ways than just the selling approach but, the Package Option approach is going to improve my numbers."* **Ansonia, CT**

*"It has given me a starting point from which to sell from. I use it for every deal."*  
**Chevrolet-Geo, W. Hartford, CT**

*"I feel much more relaxed in my presentation. This absolutely works. It is the best thing since sliced bread."* **Willimantic, CT**

*"Increased L/AH/Warranty penetration. Instructor was very good."* **Ivoryton, CT**

*"I gives me the confidence in presenting my products. It has worked several times. Make it mandatory for everyone!"* **Plymouth, CT**

*"It allows me to free up more time and see more customers. My first 6 deals I earned \$8000. for my department."* **Chrysler-Plymouth Kent, CT**

*"It takes the pressure out of the customers' mind upon the actual delivery. 10 out of 10 so far."*  
**Honda, Hartford, CT**

*"It is always a pleasure to hear George Angus speak. This is my second seminar in 2 years. I look forward to attending again. I have gotten useful insights from George and others attending. I have used it close to 1000 times and it works most all the time. My PVR/PRU has been at \$900. per car for the last 16 months!"*  
**Lincoln-Mercury, Bristol, CT**

*"When I got back to work . . . Deal #1-CL/Dis/Service Program/Alarm - \$1500. backend after the salesman quoted payments . . . Deal #2-Rate/Alarm - \$1300. backend . . . Deal #3-CL/Dis/Service Program/Alarm - \$2000. backend . . . Deal #4-CL/Service Program (2 year Finance, DNQ for Dis) - \$800. backend. Keep in mind, our finance department does not sell warranties and after sales. We sold more alarms in a week than the store has out for the month. It will increase penetration and PRU!"* **Willmington, DE**

*"Easy, straight forward, no B.S."* **Dealer Principle, Nissan, New Castle, DE**

*"The customer is more at ease. We can now sell the car only, then concentrate on the financing separately. By separating this process the car does not get lost in the financing. Outstanding speaker!"* **Dover, DE**

*"It will give the customer three choices in writing that are all money makers for me and the dealership. I have had customers just pick a box, I just smile and start printing the paperwork."* **Jacksonville, FL**

*"Helps my thinking to move away from traditional non-effective and unscrupulous F&I methods. Enjoyed seminar very much."* **Chevrolet, Wauchula, FL**

*"Package Option helps by setting the customer at ease right away. Once this is accomplished the customer is more willing to listen to the options that you present to them."*

**Ford-Mercury, Perry, FL**

*"Allows the customer to make all the choices. Service contract sales are up 20% and we are looking forward to getting Life and A&H back on line. Customers are easier to close, menu selling eliminates all the confrontation. The seminar was excellent!"* **Pompano Beach, FL**

*"It works just like you said it would! My 3rd deal I presented the menu and my backend was over \$3000. Thank you!"* **Infiniti, Palm City, FL**

*"YES! YES!"* **Chrysler-Susuki, Bradenton, FL**

*"I couldn't believe how easily and quickly it worked. My presentation was cut in half & my back end doubled. It's simple."* **Florida**

*"We're enjoying increased penetration and margin with all products/services by consistently presenting 100% of products/services, to 100% of customers, 100% of the time."*

**Toyota, Ft. Meyers, FL**

*"Good customer response to presentation. More choosing products, less tension in the process. I expect higher customer CSI scores. It was great."* **Volvo, Keystone Heights, FL.**

*"It's such a simple, non confrontational system, and takes such little time. I use it on everyone-it's eliminating 'qualifying' my customers, a key to making more money!"* **Acura, St. Petersburg, FL**

*"I've been a finance manager for over 13 years. I came to the seminar very skeptical. I even left the seminar a little skeptical, but I took George's advice and just did what he said for the first 5 deals, needless to say I'm hooked. Before the seminar I delivered 46 cars for \$27,832.45 @ avg. PRU \$605. After the seminar I delivered 59 cars for \$45,117.28 @ avg. PRU \$764. Thanks for the \$9400. increase in just 2 weeks."* **Chevrolet-Geo, Plant City, FL**

*"It should help improve and maintain higher SSI & CSI scores by emphasizing full disclosure. It will also decrease the amount of time spent in the business office and should also increase the per retail. Imagine that!! Less time and more money!!"* **Albany, GA**

*"It ensures 100% of the products available will be presented to each customer with full disclosure. Great! My first deal made \$1800. on the back. No call backs the next day asking why insurance was added to their loan. Mandatory disclosure has been working great for me. George Angus did a great job with the seminar. The amount of knowledge he brought to the class was impressive. It would be hard to improve that. The Package Option speaks for itself."* **Lincoln-Mercury, Gainesville, GA**

*"Package Option selling combines the effects of visual with auditory presentations which utilizes the principle of credibility. Customers take to this approach easier when given more options to choose from in a printed form rather than the old 4 column upsell menu. Results are less stressful for both customer and manager. Grosses definitely higher."* **Chevrolet, Lagrande, GA**

*"A much better way of presenting the products."* **Chevrolet, Dalton, GA**

*"Simplified presentation of products and service."* **Chevrolet, Dalton, GA**

*"Better grosses, better C.S.I., quicker handling of customers."* **Toyota, Augusta, GA**

*"Non-confrontation!! Great!"* **Linc-Merc Macon, GA**

*"Excellent. Every F&I manager should be required to take this course."* **Acura, Davenport, IA**

*"It's quick and simple, its fantastic! I wish I would of been aware of this years ago"*  
**Pontiac-Oldsmobile, Waverly, IA**

*"It has simplified my presentation, cutting time in F&I and has proved to be effective. 6 out of 7 first customers-chose an option- completely ignoring the initial stripped payment quoted."* **Clarinda, IA**

*"It gives me a time saving way to cover all the products in a non-confrontational way. That becomes real important when you have four or five deals stacked up."* **Ford, Meridian, ID**

*"Realized there is a different way to do F&I. The seminar was great!"* **Preston, ID**

*"By simplifying the presentation and allowing the buyer to sell himself, it removes my fear of overselling and leaves that decision to the buyer"* **Chevrolet, Rigby, ID**

*"My first five deals bought at least one additional product. The law of percentages will work in my favor. I plan to attend this seminar a second time because I returned to work so jazzed up and refreshed!"* **Pont-GMC, Rexburg, ID**

*"Everything was great! In the last seventeen deals that have come through I have sold at least something to all of them. Thanks!"* **Ford-Mercury, Moscow, ID**

*"Please tell George "Thank You". The form and an organized approach to presenting F&I products will help to keep the F&I end of sale on track and INSURE LEGAL AREAS ARE COVERED. The DEALERSHIP should be protected and the customer will have a better understanding of what we offer and why we must offer. I get LESS COMBATIVENESS from the customer when we approach AH/CL etc. They understand I must cover these areas and when I do they realize they need the product. It helps cover all options without getting side tracked. The mandatory disclosure language given at the seminar is effective and seems to get my customers attention. George was very good and has a lot he could share."* **Idaho Falls, ID**

*"First eight deals-\$689.83 average. Only four finance contracts out of eight but the dollar average is great!"* **Dodge-BMW, Idaho Falls, ID**

*"The day after the seminar, my first deal had a backend profit of \$2980. Customer chose everything! It was easy."* **Mazda, Post Falls, ID**

*"I sold it all my first time-\$1700. backend profit. Good, informational short seminar!"*  
**Ford-Nissan, Sandpoint, ID**

*"It's unbelievable. I present to all of the customers and it's incredible how many pick the options listed. We've sold more LA&H in the last two weeks than we had in two months prior. The best part is how easy it is."* **Toyota, Moscow, ID**

*"Excellent!"* **Kellog, ID**

*"Penetrations are up! Even customers who say no are at least spending more time thinking about the products before they make their decisions."***Toyota-Jeep-Eagle, Pocatello, ID**

*"Non-confrontational presentations-increased insurance penetrations in the first month. The seminar was great."* **Ford, Idaho Falls, ID**

*"I'm new to F&I, I couldn't see or use an easier, more effective product. I've never used any other method. In less than 1 month, my numbers were above store goals with C.P. options. I wouldn't use any other method. It's just too easy."* **Mazda, Post Falls, ID**

*"Utilization of the Package Option system has allowed me to present F&I product to my customers in a non-threatening, low pressure environment. Customers are more receptive and buying more product. Overall penetration is up. I'm selling more product."* **Caldwell, ID**

*"Package Option selling makes it easier to sell the payments because it's in front of them in black and white. The customer can readily see the payment difference per option and see what different coverage's effect the desired payment. It has definitely increased my back end, and it has saved me time in the office not having to upsell."* **Grangeville, ID**

*"Simplified the selling process-gives you more confidence in selling your products. It gets the job done in a faster, simpler fashion."* **Idaho Falls, ID**

*"YES! I now sell warranty's, credit life, accident & health to over 75% of the customers."*  
**Honda, Coeur d'Alene, ID**

*"The seminar was excellent! The best! Package Option selling is great."* **Chevrolet, Lansing, IL**

*"I find myself presenting more products to more customers and it has helped me "sell" when I wouldn't have rationalized to myself that this customer would buy. I have attended many F&I seminars. This is the best seminar in my experience."* **Lincoln-Mercury, Blue Island, IL**

*"Package Option selling is by far the least non-confrontational F&I selling method I've experienced. It allows one to cater to customers needs while also obtaining maximum gross profits. Increased C.S.I. as well as raising P.R.U. by over \$150.00 per unit."* **Highland Park, IL**

*"A good no-pressure way of making F&I income."* **Ford, Salem, IL**

*"In comparing to the last four years with comparable unit sales, we have nearly doubled our F&I income. I would recommend it to other dealers, especially for someone who has never been in the business. The system does the work for you."* **Ford, Marion, IL**

*"Income up, penetration levels are higher-especially warranties. Most customers react positively & it helps open the discussion about the products without being pushy or aggressive"*  
**Ford, E. Dundee, IL**

*"Stripped payments turn into \$1000. profits! Sold GMPP on a cash customer with the menu. Has changed my attitude about cash and bare payment quotes. The great thing is that the customer makes the choice."* **Monticello, IL**

*"I had a T.O. Saturday-took the full package and I wrote \$500. extra reserve over a previously quoted price."* **Pearl City, IL**

*"My first deal was quoted stripped payment & rate. Moved \$37. per month and we made \$1400.!"* **Milan, IL**

*"Yes-A win-win situation!"* **Chrysler-Plymouth, Blue Island, IL**

*"Yes-Excellent!"* **Toyota, Tinley Park, IL**

*"I have already seen an increase in CL & A that wasn't there before."* **Honda, Countryside, IL**

*"It's worked great-first deal was a \$3300. backend and I didn't have to sell a thing. I'm averaging over \$800. since the seminar."* **Mt. Vernon, IL**

*"Package Option Selling--need I say more? Thanks."* **Oldsmobile-Cadillac-GMC, Harrisburgh, IL**

*"It makes it easier to sell credit insurance. \$ per retail went up almost \$100. per car in the first week used. C/L-A/H penetration up 30%. Almost everyone selects one of the payment options. I'm Amazed!!"* **Pontiac-GMC-Subaru, Inc., Countryside, IL**

*"I enjoyed the seminar. The speaker was excellent."* **Ford-Lincoln-Mercury, Brazil, IN**

*"The Package Option gives me the opportunity to present all of our products to every customer in a non-confrontational setting. It has worked very well."* **Chrys-Plym-Dodge-Jeep-Eagle, Anderson, IN**

*"The Package Option makes selling much more comfortable for myself and the customer. The more comfortable customers are the easier it is to sell products that make sense. My first six deals, five out of six just picked a box. One out of 6 only had one objection. I really beleive this seminar is the most effective way of approaching things. The speaker was very impressive and knowledgeable."*

**Buick, Anderson, IN**

*"Dollars per car have increased--Headaches per deal have decreased* **Michigan City, IN**

*"Great program, offers the customer a visual selection and presents several options to choose from the Package Option. Currently, I have increased both insurance and service contract penetration. Cash per deal increase of \$150.."* **Acura, Fort Wayne, IN**

*"All customers will be offered a product even cash buyers, simplifies selling and delivery time."* **Chevrolet, Gas City, IN**

*"It gives me a non-confrontational way to present our F & I product."* **Indianapolis, IN**

*"So far I've gone from an average of \$430. per car to about \$800. per car. Almost everyone buys something. I sold a \$2200. service program on a cash deal! That was exciting."* **Indianapolis, IN**

*"The grouping of benefits with the customer deciding which package best fits their needs is a great idea. It's worked great!!!"* **Pontiac-Oldsmobile-GMC, Logansport, IN**

*"70% of my customers choose something, including cash deals!"* **New Castle, IN**

*"Presentation gives credibility to both the sales staff and F&I. First deal went from a stripped payment to selecting life, A&H, warrantee, rust proofing and alarm!"* **Pontiac-GMC Valpanaiso, IN**

*"The first time I used the Package Option, it increased our deal nearly two fold!! Great concept."* **Chevrolet Wabash, IN**

*"Improved closing skills which makes me more money. It was great."* **Chrysler, Madison, IN**

*"The seminar was excellent. Very non-confrontational. Customers seem to enjoy being able to choose what they want. It has worked very well."* **Clarksville, IN**

*"My service contract and credit insurance numbers are up since I attended the seminar and started using the Package Option. It has worked well. It is a simple, straight forward way to present different payment options."* **Terre Haute, IN**

*"Not only am I making more money, but penetration is higher. It makes buying a vehicle easy and enjoyable."* **Wellington, KS**

*"It makes the whole finance part of a car deal easier and makes the customer more at ease, because they are making the choices." . . .* **Garden City, KS**

*"Amazing! No more grinding the customer. Present and sell!"* **Arkansas City, KS**

*"It works great! CL & AH penetration doubled in the days following the seminar. It is a much simpler and less confrontational method of making more money."* **Pontiac-GMC, Merriam, KS**

*"This seminar better directed my approach. The average customer given three choices finds it hard to deviate from the Package Option."* **Honda, Olathe, KS**

*"I have had some immediate and somewhat unexpected success since the seminar-it does work and my customers seem much more inclined to purchase F&I products, particularly life & health insurance."* **Parsons, KS**

*"It's Great! & it's so easy!"* **Independence, KS**

*"In my four years in F&I this is the only seminar or consultant that has worked. Great! It was just the best seminar I have attended. It works and makes life much better. There is nothing more to say. Thanks!"* **Wellington, KS**

*"I love it. I have already improved average gross nearly \$200.00 and expect to average \$800.00 per unit by May."* **Ford-Lincoln-Mercury, Pittsburg, KS**

*"It has made me show all products to all people, my grosses and penetrations are steadily going up. The first day it paid for the seminar."* **Ford, Paducah, KY**

*"This is the best approach I have seen in 8 years in F&I. It works great!!"*

**GM-Jeep-Eagle, Hazard, KY**

*"It will virtually assure that all of the product is offered all of the time. My back-up actually used it first and as discussed in the seminar, her jaw hit the floor when the customer chose without even one objection!"* **Chev-Olds-Pont-Buick, Williamstown, KY**

*"My third deal was a HOME RUN! Just like George Angus said! I had to put my hand on my chin to keep it from hitting the desk!"* **Lawrenceburg, KY**

*"Customers choose instead of being sold. First 4 deals were a Cash Deal-\$500. in chemicals, a Pre-paid Lease-\$500. in chemicals, a Credit Union Buyer-converted to our financing, and a Finance Buyer-chose a package!"* **Ford, Elizabethtown KY**

*"10 days since the seminar and it is like a new job. It is easy and it is making me a lot more money."* **Chev-Buick, Mayfield, KY**

*"I have never seen something so simple to use that WORKS."* **Chevrolet, LaCenter, KY**

*"Very user friendly, very non-confrontational, and very, very profitable."*

**Ford-Mercury, Princeton, KY**

*"My gross penetration has gone up 100%. Takes the pressure off of me and the customer."* **Pikeville, KY**

*"Yesterday, I offered the menu to my customer and made over \$4000.00 in F&I on that particular deal. They chose, I had no pressure. It was wonderful! It has increased my F&I and taken a lot of pressure from my job."* **Paducah, KY**

*"This is an easy direct approach to selling extra service. Seminar was very good and very interesting. Instructor was also very interesting."* **Chrysler, Leesville, LA**

*"I think the seminar was very informative and very helpful."* **Farmerville, LA**

*"Every product is presented. customers have the option to choose. Life, A&H penetrations are up. It was an enjoyable seminar. Thank you."* **Toyota, Shreveport, LA**

*"It forces me to sell every product I have to sell. It seems everyone buys at least one product when presented on the Package Option. It was a very good seminar."* **Chevrolet, Morgan City, LA**

*"Per retail unit average up \$248. with lots of room for improvement. The greatest thing is 100% of the customers leave happy & 100% of the products have been presented. This Package Option is the greatest thing in the history of F&I."* **Toyota, Shreveport, LA**

*"Customers like being able to choose extras from options. Has worked well so far."* **Cad-Olds, Leominster, MA**

*"It has helped penetration levels of AH, Life and warranties."* **Nissan, Springfield, MA**

*"I have sold more insurance (LA&H) than I normally did, while still selling warranties and alarms. Its Great!"* **Saturn, Seekonk, MA**

*"We are selling a lot more after market products. It proves to be very helpful in closing deals and selling all the after market products* **Pontiac-Buick-Oldsmobile-GMC, South Bridge, MA**

*"It has worked great!! Increase in PRU and ease of tension for presentation of after market products. Better time management."* **Honda, Seekonk, MA**

*"Package Option selling has created an atmosphere of up-front, full disclosure selling. We have increased our PRU considerably and recorded record-breaking numbers in our first complete month. The seminar was extremely educational and enlightening!! I cannot say enough good things about George Angus."* **Honda, Seekonk, MA**

*"The seminar was well presented and informative. It has given me a new way to present products in a non-confrontational style. It has worked very well."* **Chevrolet, Newton, MA**

*"Immediate impact on F&I income. My first three attempts using the Package Option resulted in back end gross of over \$1000.00 each."* **Great Barrington, MA**

*"It enables me to present a consistent presentation. It also allows me to tailor each presentation to the specific customer. I'm 4/4 using the Package Option selling approach on the first day!"* **MD**

*"This non-confrontational approach works great. Every deal that I presented Package Option selling to left with one or a combination of benefits that were presented to them."*  
**Chevrolet, Ellicott City, MD**

*"Package Option selling has worked on every deal since the seminar."* **Ford, Bel Air, MD**

*"It has certainly worked for me nine out of ten times. Customers seem to like being offered choices to suit their tastes and situations. Thanks for the help you have given me to better serve my customers and improve my lifestyle."* **Baltimore, MD**

*"I now have a quick way to present my products! That is what I needed and it's working. The Package Option has been a very good tool for me!"* **Jeep-Eagle, Edgewood, MD**

*"It is a great way of non-confrontational selling, it lets the customer choose instead of feeling pressured into buying products. It works great."* **Auburn, ME**

*"I have received positive feedback and have had a better response from the customer on purchasing LA&H ins. George Angus did a fantastic presentation."* **Ford, Yarmouth, ME**

*"Excellent-I will triple my insurance sales this month. With the Package Option I know I'll be able to keep this penetration up."* **Ford, Ellsworth, ME**

*"It gives me an approach to selling all my back end products without appearing to be high pressure. On my very first deal I made a \$3300.00 back end profit."* **Ford-Mercury, Inc., Hastings, MI**

*"Since I've used the Package Option, the last five deals have averaged over \$950.00 a copy!"*

**Traverse City, MI**

*"It has been Terrific! It's amazing how many customers will choose the "preferred" payment option!. The cost to attend was money well spent. Per vehicle revenue has increased at least \$100.00."*

**Ford, Stockbridge, MI**

*"It gets sales on products that were not selling before. Customers are non defensive."*

**Ford, Dowagiac, MI**

*"Will be able to present more in a shorter time frame."*

**Chrysler-Plymouth-Jeep-Eagle, Rochester Hills, MI**

*"By showing the customer all of their options and explaining each one to them, they feel a sense of security, in that you aren't trying to hide anything from them and also they feel they have a choice."*

**Ford-Mercury, West Branch, MI**

*"More options in selling techniques. Very well, surprised at the ease and comfort level with the customer."* **Ford-Mercury, Milford, MI**

*"Tremendous!! My numbers have doubled in just two weeks. I feel like I have been reborn in F&I."*

**Chev-Olds-Pontiac, Imlay City, MI**

*"I can't believe it. Customers actually compliment me on my approach and buy more product. Average almost \$1000. per retail unit sold."* **Sandusky, MI**

*"Fantastic!! The first 5 cars have averaged \$1667. per car, including one cash deal."*

**C-P-Jeep-Eagle, Big Rapids, MI**

*"Very easy both to use and for the customer to understand without feeling pressured. First 3 deals \$3600. backend."* **Ford-Mercury, Three Oaks, MI**

*"It reduces anxiety for the customer and the F&I person. Everyone buys something."*

**Lincoln-Mercury-Dodge, Battle Creek, MI**

*"Better, quicker, simpler presentation. Much easier to close-this gives you a format to follow. My first deal was an attorney. She passed on all offerings but she loved the program. The second deal took 5 minutes-they bought everything. I grossed over \$2200. Thank you for the information. It will help me be more complete in my profession."* **Toyota, Muskegon, MI**

*"It's a no pressure way to present 100% of the products to 100% of the people. It has worked well. I like the way it moves the service agreement from an up-sell to an assumptive sell. I've sold two out of three new cars service contracts."* **Ford, Lansing, MI**

*"I can not begin to express how excited I am with the Package Option approach!!! It takes all of the confrontation out of the experience and I am hard pressed to keep my jaws in place when people say "I'll pick this one". My average per retail has gone from an embarrassing \$189. to -\$850. My job is a blast again and I can't believe all the money I'm making for the dealership and myself. THANK YOU!!!"* **Dodge-Chrysler-Plymouth-Jeep-Eagle, Lowell, MI**

*"I really enjoyed the program- I drove nearly three hours to attend and I was not disappointed."*  
**Chevrolet, Bridgeman, MI**

*"Excellent-immediate results."* **Chevrolet Paw Paw, MI**

*"It has worked Fantastic for me. I am 100% convinced that this program works, and I have proved it several times in the past week! I still can't believe how well it works!!"* **Ford, Grand Haven, MI**

*"Customers defenses are at an all time low. It gives them an opportunity to keep an open mind therefore improving your gross and numbers. The first three attempts, the customer chose the preferred option pkg. I could not believe it. My turns go quicker and smoother. My numbers have increased drastically in such a short period."* **Chevy, Grand Ledge, MI**

*"Excellent. Almost too good!"* **Toyota, Farmington Hills, MI**

*"Before the seminar I was averaging nearly \$600.00 per deal. Currently I am over \$1000.00 per deal. Great improvement. It has worked better than I ever expected."* **Chevrolet-Nissan, Ann Arbor, MI**

*" Package Option selling increased PRU from \$520. to \$1060. immediately. More importantly, the non-confrontational aspect of Package Option selling has kept CSI at the top. Great results with minimal investment! thanks!"* **Dodge, Grand Rapids, MI**

*"It has provided a consistent way of presenting all of my products to all of our customers. This alone has dramatically improved my total penetration percentage."* **Ford, Honor, MI**

*"It has worked well. Thanks for the knowledge!!"* **Pontiac-Buick-GMC, Inc., Davison, MI**

*"Easier presentation of products and benefits. I have seen a definite increase in my profits. I used it on my first deal after the seminar and got a back end profit of \$2400.00"*  
**Buick-Jeep-Eagle-GMC Truck, Manson, MI**

*"It gives me a 'no pressure' way to present my products to 100% of my customers. October has been one of my best months in a long, long time. I think the seminar was great and the instructor was A-1"*  
**Ford, Grand, Rapids, MI**

*"It's a much easier and efficient way to present product. 'Touchdown'- first real T.O. resulted in a sale."* **Ludington, MI**

*"I thought the seminar was great! It was fun, uplifting & positive. It gives me a whole new way of selling. So far it has been a positive experience."* **Chevrolet, Millington, MI**

*"Presenting more product in a shorter period of time and making the decision less stressful for the consumer. So far it's worked extremely well."* **Breckenridge, MN**

*"Less stressful, customers seem happier and sells more product."* **Maplewood, MN**

*"Rather than me pushing products it gives the customer the freedom to choose in a non-confrontational atmosphere and I get to show the value of each product. My first deal I made over \$1000."* **Chevrolet-Chrysler, Cambridge, MN**

*"Works tremendously, it's the easiest process I could imagine. Assume the sale!!"* **New Prague, MN**

*"Package Option selling is less time consuming. It gives you an opportunity to present All your products in a non confrontational way! It has improved credit ins. sales greatly."* **Union, MO**

*"It allows you to present a greater number of products in a shorter amount of time"*  
**Ford Kansas City, MO**

*"People are less intimidated when given a choice and not directly step sold. It surprises the customer with a subtle approach and they usually pick one of the three."* **Honda, Kansas City, MO**

*"It is a new approach to non-confrontational selling, which I believe the public likes, accepts and expects. It gives us a vehicle to show a large array of products in a short time period and allows the customer to choose rather than to just decline the offerings. Six of my first ten customers chose an option. I'm convinced that this probably wouldn't have happened just step selling"*  
**Ford, Raytown, MO**

*"Presentation of products to ALL customers, Excellent."* **St. Louis, MO**

*"It's a fact! My penetrations have picked up and my customers really like the non-confrontational approach. I love it!"* **Buick-Isuzu-GMC, St. Louis, MO**

*"My per unit numbers have jumped dramatically!"* **Chrysler-Plymouth, Ozark, MO**

*"It eliminates the problem of forgetting any products and it's easy-3/4 of the customers just pick."*  
**Chevrolet, Lebanon, MO**

*"It has worked great!! I have been able to turn a possible no profit cash deal into a profit situation. Giving the customer options in the Package Option format tends to lessen tension."*  
**Chrysler, Ozark, MO**

*"Quicker service to customer! Better flow in and out of business office. Less stress on me! I booked 14 more deals from the 22nd of July till the end of the month. Department income went from \$7960 to \$18,358! (Had 2 cash and 2 credit union) that's \$743. per copy. \$300. improvement."*  
**Nissan, Columbia, MO**

*"It has allowed me to present all of our products in an effective manner 100% of the time. All of my percentages have increased since starting to use the Package Option system."*  
**Chev-Buick-Geo, Waynesville, MO**

*"It has worked very well indeed. I had a record month the first month I used it religiously. The non-confrontational aspect of this presentation would relax even the most nervous of customers and/or F&I managers."* **Chevrolet**

*"Yes-no fear of discussing the product. Excellent!"* **Ironton, MO**

*"I tried Package Option Selling the day I returned. Per car average is up--WAY UP. I've been doing F&I for 9 years. This approach is simple, easy to follow, and makes \$\$...Wish I would have been doing this 9 years ago. It has Worked!!!!!! Thanks."* **Chrysler-Plymouth-Dodge, Poplar Bluff, MO**

*"Using the Package Option has increased my credit insurance 30% and warranty sales 15%. People prefer choices!"* **Lincoln-Mercury-Jeep-Eagle**

*It will help me be more effective by . . . "over coming objections and how to handle credit union customers. Converted the last four bank customers and have also went indirect with two credit unions."* **Dodge•Subaru, Meridian, MS**

*"It will help me in my sales of our products. It's a wonderful tool in offering my customers options."* **Cadillac, Jackson, MS**

*"I am able to build better credibility with my customers and able to present all my products in less than five minutes. By giving the customer three choices on the Package Option, they have to make a decision. The first time I used it after the seminar I grossed \$1807. The customer selected the standard fully protected and was tickled to death! Everything was great. I thought George Angus was an outstanding speaker. I LOVE IT!"* **Chevrolet, Booneville, MS**

*"I'm two for two so far. The Package Option simplifies the procedure and the approach George Angus taught has proven to be extremely effective. I went to the seminar to learn-I didn't expect to have fun too. It helped me stay on track and also helps the customer understand what he is getting or in some cases-giving up."* **Chevrolet, Booneville, MS**

*"It works great. It is offered to everyone and our penetration is much higher. I thought the seminar was great."* **Cut Bank, MT**

*"Excellent."* **Libby MT**

*"Enables me to offer the client all options in a professional, non-combative environment. This seminar offered many new insights into offering F&I products. I definitely see the benefit of this system."* **Hamilton, MT**

*"By putting product options visually in front of the customer to look at creates a more discussion oriented presentation. People do just choose a box! Very well, the whole process is more relaxed."* **Chev•Geo, Goldsboro, NC**

*"It has already improved penetrations and I know it will increase C.S.I. I have been in F&I since 1986, and this is the most exciting concept and approach to the business office I have seen. It makes my job so easy! Thanks! Fantastic! We have two business managers and we are using Package Option selling every single closing. Our Dealer Principle is 100% behind the program. I have shared the program with GMAC and my Chevrolet rep., this is the way all progressive and C.S.I. oriented dealers should do business. George Angus is a great trainer!!"* **Chev-Geo, Goldsboro, NC**

*"It gives me a way to present all my products in a short period of time. My credit insurance sales have increased already."* **Wilmington, NC**

*"Gives the customer more options with them deciding the amount of coverage they prefer. Also, it should eliminate charge backs. It has improved my Life, A&H and warranty penetration."* **Cad-Jeep-Eagle, Asheboro, NC**

*"Sells product to people that you might have pre-conceived notions of not buying anything."*

**Honda, Winston-Salem, NC**

*"It makes it easier to present everything to every customer (no taking short cuts when you think the customer won't buy something). Everybody gets a choice."* **Spindale, NC**

*"Every finance customer I have had has picked a block. The seminar was presented in a professional and entertaining way. Most seminars I have been to I've lost interest in the first hour or so. This was the first one that sincerely excited me and I was enthused about trying. Thanks."*

**Chevrolet, Graham, NC**

*"It really takes so little time to accomplish so much!! So non-confrontational and easy!! The same day I returned from the seminar, (it just blows my mind-it really does work!!), increased warranty penetration 90%."*

**Cad-GMC, Winston-Salem, NC**

*"In our particular market segment, Volvo & Saab, our customers are very educated and for the most part self made. They typically do not want to part with their money and do not want to be sold anything. Giving them choices, however, lets them make decisions and they love making decisions. Increased penetrations. Our customers when presented with the menu ask what other options are available rather than saying no."* **Charlotte, NC**

*"Provides me with a non-confrontational approach to offering F&I products while being sensitive to applicable disclosure laws."* **Buick-BMW, Winston-Salem, NC**

*"Low pressure selling, more time to spend with the customer. I think it will be great!! I thought the seminar was great, although these ideas are 180 degrees from everything taught now (and for the last 20 years) everyone accepted them with an open mind. The seminar was very down to earth and ideas are realistic!! Thanks!"* **Buick-GMC-Subaru, Asheboro, NC**

*"Package Option selling gives you the opportunity to present 100% of products 100% of the time in an easy non-confrontational manner that puts the customer at ease. At first I had to get comfortable with the approach in order to make the customer feel comfortable. However, after three presentations the Package Option approach worked very well. I intend on using this tool on every transaction."* **Pontiac-Oldsmobile-Buick-GMC, Morehead City, NC**

*"It helps me to show all my customers all my products in a timely manner. I've used it four times so far. One person bought everything, two people bought service contracts and only one took stripped payment."* **Chrysler-Plymouth, Durham, NC**

*"It works great. I saw an increase in all areas of finance."* **Chevrolet-Geo, Inc., Granite Falls, NC**

*"Fantastic, it has been successful on every try."* **Fayetteville, NC**

*"I just had my first \$2000. gross deal. The customer jumped payment \$75.00. The seminar was great!"* **Chevrolet-GMC, Louisville, NC**

*"It's a very honest and non-threatening approach to selling F&I products. The first three deals using the Package Option selling process generated-\$2,800., \$2650., & \$2700. in backend profit."* **Jacksonville, NC**

*"A more systematic presentation without pressure sales. Quicker closing, less complications. Customers enjoy seeing their choices."* **Ford-Mercury, Plymouth, NC**

*"It has improved my performance by putting me more in control with the customer. It really works when applied. It has worked very well-thank you."* **Chrysler-Plymouth-Jeep-Eagle, Cornelius, NC**

*"Keeps you focused on presenting 100% of your products to 100% of your customers 100% of the time. First time I used the Package Option, sold warranty, life, and 2 point spread."*  
**Buick, Wilmington, NC**

*"Very easy to present all of the products--all of the time. Customers generally respond in a positive manner. Very pleased with the results. I enjoyed the seminar very much and the speaker was excellent."* **Dodge, Wilson, NC**

*"Less charge backs, more gross, sell more products in less time, make buying a vehicle more enjoyable for customer."* **Chevrolet, Fargo, ND**

*"Since attending your seminar, my penetration levels have improved dramatically! People will always choose more product than you can up-sell. I feel Package Option Selling is the ONLY way to present finance options."* **Buick-Pont-GMC, Holdrege, NE**

*"Simplifies the whole process and it also takes the pressure of selling off of me. Excellent! The seminar and speaker were remarkable."* **Mitchell, NE**

*"Profits have grown gradually. Customers like it very well. No pressure."* **Ford, Holdrege, NE**

*"It takes the pressure off of me and almost always gets more products sold. 1st deal \$1500.+ gross. It works great. It was the best seminar ever, short & sweet with results."* **Ford, Kearney, NE**

*"My per retail average went from \$161.37 to \$601.17 & my finance average went from \$322.74 to \$751.45-FANTASTIC."* **Ford-Lincoln-Mercury, Crete, NE**

*"This was the best program I have attended. The best thing was that the instructor has been in our seats and knows how the real customer reacts. This is so simple that you sometimes feel guilty that you haven't worked hard enough for the F&I income. I thank you for this fabulous program!!!!"*  
**Pontiac-GMC, Omaha, NE**

*"It makes it easier on your customer. It has improved by far my penetration of A&H especially on leases. I was very impressed."* **Central City, NE**

*"Less time trying to sell products, less stress on customer and myself. It makes it easy to make money!! My average per unit has increased \$200.00. I liked everything about the seminar. George was Great!!"* **Ford, Scottsbluff, NE**

*"More sales, bigger profits, and better attitude. I thought it was a great seminar-good speaker!"*  
**Crete, NE**

*"Increased sales & penetration-nearly 100% sales on financed units after using the Package Option selling approach upon returning from the seminar! It's easy and it works!!"* **Chrysler, Alliance, NE**

*"It has simplified the sales process of selling F&I. Anything we can do to make the process simpler and easier is a benefit to both the F&I manager and the customer. I have had very good success with the Package Option. Approximately 70% of the customers have just picked a box. The Package Option has really sped up the process as well."* **York, NE**

*"I spend less time per customer and am able to present more products to customers. It has allowed me to be more effective with the buyer beware customer."* **Ford, Omaha, NE**

*"It enables me to present all my products 100% of the time. The instructor was very precise and informative."* **Buick, North Platte, NE**

*"Team One does not offer any after sell products, so, the agenda was geared to strictly concepts and presentation. Utilizing the concept of presenting products 4 1/2 minutes to 7 minutes really works. George Angus was really professional in his presentation. He relaxed the class and put points across in a very explicit manner and interjected amusement on occasion. George did a wonderful job. The concepts presented to selling products the Package Option way has more than paid for my lodging and seminar fee. Personally I will be making more income and also be a more valuable asset to the dealership as a result of my attending your seminar. Thank you George Angus."* **Littleton, NH**

*"It will give me a tool to work with giving the customer options at the onset instead of trying to sell one program at a time. I sold everything, LAH and extra care to customers that had a preset lower payment. I have attended many seminars both for Ford and Toyota/Volvo and this was the most informative I have ever attended. The only suggestion is to hold it here in New Hampshire the next time (please)!"* **Ford, Keene, NH**

*"Since using the Package Option, I feel as though I have more control of each situation."* **Buick, Somersworth, NH**

*"Very-very impressed! This has completely changed my approach and is the Best thing I have Ever seen!"* **Toyota Volvo, Keene, NH**

*"It provided a concise and time saving method of presenting all my products. In nearly all instances the Package Option has provided additional profit."* **Keene, NH**

*"It has worked very well. Helped improve my presentation and I even converted a Credit Union deal!"* **Newport, NH**

*"It gives the customer options and makes them feel more relaxed."* **Ford, Hackensack, NJ**

*"I'm able to present all of the after sale products on every delivery. After the first week we have increased an average of \$200. per vehicle."* **Chev-Olds-Geo, Budd Lake, NJ**

*"It has increased my backend as well as helped me convert more cash deals to finance deals."* **Honda, Livingston, NJ**

*"Wonderful."* **Ford-Linc-Merc, Inc., Hobbs, NM**

*"By presenting 100% of the product to 100 % of the people 100% of the time in a non-pressure approach, my penetrations will increase. It has helped to make the presentation of F&I products a lot quicker without having to be real pushy with the clients."* **Ford-Mercury, Belen, NM**

*"It gets all of the products out there at once. There is no confusion. It's worked great, it sure beats step selling. I increased my Life and A&H penetrations immediately"* **Albuquerque, NM**

*"Low pressure, customer feels like he or she is in control."* **Honda-Infiniti, Albuquerque, NM**

*"I attended the seminar on the 24th of the month with approximately 14,000 gross. Finished up on the 25th with 61,000 gross. This system gives you the opportunity to present all products at once quickly, with the customer feeling in control through their choice."* **Jeep-Eagle, Albuquerque, NM**

*"The Package Option has been very effective. I've seen my productivity improve 20%! It has created a totally non-confrontational environment with my customers, allowing me to relax and sell more effectively."* **Jeep-Eagle, Albuquerque, NM**

*"The system is very simple to use. The first deal I did when I got back worked great. Well worth the money spent."* **Mazda-Kia, Reno, NV**

*"Made it much less confrontational, increased profits, and made the customers a part of the F&I process! Finance penetration is above 75%--LA&H is above 60% and MBI is above 65%. The program works!!"* **Fallon, NV**

*"It is a fresh, new way to improve selling insurance. It has made it possible to add LA&H to contracts easily, and it has greatly improved our penetration."* **Ford, Elko, NV**

*"Increased penetration and profit. Reduced anxiety with customer - time saving."* **Reno, NV**

*"The seminar has offered me a unique strategy in presenting my products and services. This new strategy has helped increase profits by at least 20%. I felt that the seminar was informative. I can now offer my customers after sell in a way that is much more appealing and responsive."*  
**Jeep-Eagle, Goshen, NY**

*"Gives customer a choice when selecting after sale items, sometimes customers need a variety or enjoy making a choice. Excellent seminar, very good speaker."*  
**Dodge, Hicksville, NY**

*"Package Option selling makes it much easier to show product to 100% of the customers. I have sold more product with less pressure than ever before."* **Riverhead, NY**

*"I have increased backend profits and penetration by 100%. I am looking forward to large profits and improved C.S.I.. I really enjoyed the seminar."* **Chevrolet, Kingston, NY**

*"More customers purchasing after market products-much improved penetrations. The seminar was very interesting."* **Chevrolet, Maledon, NY**

*"It's SO EASY! Better penetrations in my warranty sales."* **Honda, Troy, NY**

*"I am able to sell more products on new vehicle sales. A very useful tool in the F&I Department."*  
**Cortland, NY**

*"Income on new cars has doubled."* **Cadillac-Oldsmobile, Canton, OH**

*"I use it everytime. I've made deals with everything-Life, A&H, warranty-they just pick a box! Best seminar ever."* **Chrysler-Plymouth-Dodge, Ravenna, OH**

*"Gave me an alternative method. Up-selling doesn't work any more and it never really did. \$3400.00 back end on an already over \$600.00 per mo. payment"* **Chevrolet-Cadillac, Sidney, OH**

*"It makes it easier to present, plus my numbers have come up. It has given me that extra confidence I needed to relax in presenting the products!"* **Ford, Kent, OH**

*"Not so aggressive towards customers. Structured."* **Buick, Findlay, OH**

*"Giving people a choice using the Package Option has already been effective in my presentation. The Package Option has been effective. More seminars, they are very helpful."*

**Ford-Linc-Merc, Ashland, OH**

*"Customers are shown up front what their options are and then it's their choice to make a decision. Trainer was great and very descriptive in his presentation."* **Chevrolet, Worthington, OH**

*"Great way of presenting products in the F&I office. Presenting as a package, the customer picks one. Simply amazing."* **Acura, Dublin, OH**

*"Exactly what I was looking for, what a gold mine. "My chin hit the desk", it has been so easy my penetration on the first five deals: 4 CL, 4 A&H, 4 warranties, this is so exciting I can hardly sit still. Don't change a thing, "if it isn't broken, don't fix it"."* **Chevrolet-Oldsmobile, Marysville, OH**

*"I have used it on every deal so far and it has brought my Life and A&H penetration up without reducing my warranty penetrations."* **Toronto, OH**

*"Knowing how the ordinary F&I sales methods are becoming less effective due to a more educated buyer, and always striving for a more effective way to market the F&I products plus decrease the time the customer spends in the F&I office--The Package Option method seems like the logical solution to turn to."* **Chevrolet, Vardalia, OH**

*"Was \$700. per retail unit. I am now \$1000. plus using the Package Option approach! The instructor was excellent."* **Dodge, Cincinnati, OH**

*"Performance has improved. I sold more extended service contracts in 6 days of June than the whole month of May."* **Pontiac-Buick, Delaware, OH**

*"I used it on the very first deal and had immediate results. In fact, three out of five bought insurance and warranty."* **Honda, Bowling Green, OH**

*"It has improved my Extended Service Agreement penetration, profit, and credit life & A&H. It has worked"* **Chrysler Plymouth, Euclid, OH**

*"Seminar was direct, to the point and kept your attention. Your spokesman did an excellent Job. I hit a home run my second deal and sold product to 4 of the first 5 deals."* **Toyota, Cincinnati, OH**

*"It has taken the pressure off me and my customers. Quick & easy! It really works. I use it for cash & Credit Union conversions as well as on all my deals. The option choice close is wonderful-less stress!"* **Pontiac-Cadillac-Honda-Chevrolet, Astabula, OH**

*"Less stress on me and the customer. George Angus is informative and fun to listen to. Not the usual boring seminar."* **Chevrolet, Youngstown, OH**

*"I have sold something on each occasion I have used the menu. Your seminar was one of the most informative seminars I have attended in a long time, not only did I learn and understand, I totally enjoyed your instructor and will probably attend again in the future."* **Defiance, OH**

*"No hard selling involved. I've sold more Disability Ins. & Warranties by letting customers pick what they want. It's Great--it shouldn't be this easy."* **Ford-Linc-Merc, Muskegee, OK**

*"I feel consumers will be very receptive to Package Option selling in that they won't feel pressured into buying something. They have the opportunity to pick what they feel best suits their needs."* **Ford, Stigler, OK**

*"It will help to show 100% of your products to 100% of the people 100% of the time. Sometimes we think that they aren't credit life buyers or warranty buyers, when in fact if you present it to the customer they do want these benefits. Also, taking the Package Option selling approach will really help eliminate all the time spent with brochures and trying to sell each product individually, sell it in a package only takes a few minutes. I think it's great! The first time I presented it the customer thanked me for giving her all the options, although she didn't buy many products she was grateful that she at least had the information. The second time I tried it I didn't have enough products to sell him. He took the full package without a hesitation. He and I both loved it!!!"* **Chevrolet, Stillwater, OK**

*"Allows F&I to present all products in a non-confrontational approach. On three opportunities thus far, have sold joint C/L and two A/H policies and three service contracts. One was a cash conversion and also sold three-way. Total gross on first three deals was 6.7K"* **Lincoln-Mercury, Tulsa, OK**

*"The customers like it, and it has helped my penetration of products."* **Lincoln-Mercury, Tulsa, OK**

*"It has helped by presenting all of the products 100% of the time in a low key approach."* **Lincoln-Mercury, Tulsa, OK**

*"Not bad. First bonafide opportunity I had to try the system, The customer bumped themselves \$100. a month. I'm convinced."* **Ford, Hennessey, OK**

*"My PPU is up 60%, and my warranty penetration is up twice what it was last month. I still can't believe how simple Package Option selling is to use. Nearly 70% of my turns bought something!"* **Dodge, Norman, OK**

*"I like this "non-confrontational" approach and it gets the products in front of the customer in a manner in which "perceived value" is enhanced. George Angus was GREAT! He knows the game and his presentation was very compelling." . . .* **Ford, Skiatook, OK**

*"Excellent! It makes my job easier and seem simple. The speaker was excellent." Tulsa, OK*

*"It has given me a different way of looking at my job. It works great! I like giving the customer the options." Lincoln-Mercury, Oklahoma City, OK*

*"It has taken the pressure off the customer & myself. Per retail has increased over \$150. per copy from previous month." Bartlesville, OK*

*"The Package Option selling allows me to sell to the desires of the customer which means 'It will stay on the books' not on my lost refund sheet! Thank you. Your seminar is the best I have personally attended BAR NONE." Dodge, Tulsa, OK*

*"I have been using it on every deal. I'm now selling more Credit Life & Joint Life. Extended warranty is up a little. I did a deal on a used pick-up. Had everything I could get in the deal. Back end on this deal was \$1749.56. This was one of the best seminars I have been at." Chevrolet, Lawton, OK*

*"It's an easy approach to higher profits in F&I. With results like this, what can you improve?" Ford, Stigler, OK*

*"More relaxed atmosphere. Much easier for me to get product sold. I works great. It's so very easy and relaxing. Everyone enjoys it, the customer, me, and especially my owner. The best and most productive class I've attended in my 22 years in the business." Lincoln-Mercury, Ponca City, OK*

*"The Package Option selling and staying to the basics has focused me more on my job. Thanks for the information. The instructor was great." Ford, Mercury, Guthrie, OK*

*"Re-enforced my payment options method of presenting products. Yes, it is effective. I like the one-day approach, easier to schedule and still effective. Thank you." Chev-Olds-Geo, Newberg, OR*

*"Great!! Since coming back from the seminar my gross average per deal has been higher than ever and the best in our F&I department." Toyota, Beaverton, OR*

*"I felt this was a very informative seminar very well put together. Also, the Package Option selling allows you to make forward progress. Great job George!" Roseburg, OR*

*"Plan to touch on every product available, in small amount of time without loosing customers attention." Ford, Ontario, OR*

*"The customers are more relaxed and it really increases profits. Thanks for the raise!" Dodge, Gresham, OR*

*"First deal-1992 Dakota P.U. \$1941. backend. Third deal-cash conversion with a \$1340. backend. It's still hard to get used to, but "who cares", it works!" C-P-D, Lebanon, OR*

*"Six for seven so far! A money maker and heat reducer. Reduces confusion and gives us a great track to run on. Thanks for this great concept. We are doing great things with it." Astoria, OR*

*"It works! The customer chooses a very profitable choice 4 of 5 presentations. Thanks for the time well spent with our people."* **Director of Finance, Lamphere Group of Dealerships, OR**

*"Yes, yes, yes!! \$2100., \$1400., and \$600. and they thought long and hard about what they didn't buy. I wish you had found me years ago!"* **Ford, Lebanon, OR**

*"Seminar is worth every dime! Thanks."* **Astoria, OR**

*"It gives a simple presentation that is easy for the customer to follow and takes very little time. It has worked very well."* **Dodge, Eugene, OR**

*"It puts 100% of the products in front of the customer 100% of the time. What surprised me the most is how many people just choose one of the options. Takes about 2 minutes, and those that don't choose it opens a discussion about what I offer." It works great."* **Dodge, Eugene, OR**

*"By offering customers a choice as opposed to selling extras, its easier and more appealing. Very effective, helped close two deals already. Thanks for everything. Good luck in the future."* **Chevrolet, Newtown Square, PA**

*"I never worked in the finance area in a dealership before. I thought the seminar was very helpful and gave me a lot of ideas to use."* **Palmyra, PA**

*"It is less confrontational and relaxes the customer, which allows me to present more products."* **Dodge, Shillington, PA**

*"Preparing the Package Option helps to be more complete with the presentation. Less likely to forget things. Customers seem to like visualizing the options available to them as opposed to verbal presentation."* **Chrysler-Plymouth-Jeep-Eagle, Mount Joy, PA**

*"It gives visual choices to the customer, eliminates choosing only on figures, but seeing what they have chosen. Seminar fee gotten back on first deal."* **York, PA**

*"It allows me to present the customer several options to choose from. Like the seminar leader shared with us, the customers when presented with choices will always choose more than I am able to sell to them. The first customer I had bought the preferred package, their payment was \$45. more than what they had told the salesman they wanted to spend per month. The income on that one deal was \$1682. and doesn't include the profit on the equity protection package (rustproof, paint & fabric)."* **Chevrolet-Cadillac-Oldsmobile-Geo, Meadowood, PA**

*"It is very easy to go over with the customer-relaxing to both me and the customer. No high pressure selling. The first three deals went like magic, average 1700. a deal."* **Ford, Meadville, PA**

*"It simplifies the I/O. process. Keeps the sales people selling cars and leaves F&I as the authority on their products/services."* **Chrysler-Pontiac-Jeep-Eagle, Inc., Mount Joy, PA**

*"It forces me to concentrate on selling to every customer instead of the ones who are financing. 35-40% pick a box. It works."* **Chevrolet, Harrisburgh, PA**

*"It is a quick, non-confrontational method of presenting F&I products. Gets me out of pre-qualification mode. Has helped to improve presentation of products."* **Blue Bell, PA**

*"It's good to give a customer a choice. I'm at 100%."* **Lincoln-Mercury-Mazda, Thorndale, PA**

*"I love the relaxed, no pressure approach. Chemical penetration up 50%! Everyone bought something."* **Chevrolet, Kutztown, PA**

*"Since starting the Package Option approach, my partner and I have sold at least one item to almost all our customers."* **Chevrolet-Oldsmobile, Kutztown, PA**

*"This system is clean and non-confrontational. Approximate increases of 38% to 56% in F&I income for the first month as compared to the past 6 months."* **Chevrolet, Muncy, PA**

*"I always thought there had to be a better way and now I have the answer. It works like a charm. My first deal back was very profitable. I will never use another method again. I have been to countless seminars & I think George Angus was one of the best speakers I have had the pleasure of listening to."* **Chrysler, Hamburg, PA**

*"Less 'wear & tear' on me. No longer have to step sell; easier reaching agreement with customers. Makes moving their budget up much easier. I now have the highest penetration numbers in my dealer group. Without a doubt has increased bottom line profitability."*  
**Pontiac-Nissan, Bethlehem, PA**

*"I have experienced nothing but success with the program."* **Pontiac, W. Warwick, RI**

*"George did a great job!! We have been on this program for two months now. It is fast, efficient and effective. The customers really like having a choice and say so in their decision. It gives you an opportunity to present F&I products without the customer feeling pressured."*  
**Pontiac-Buick-GMC, Summerville, SC**

*"It helps control your presentation to the customer and gives you an outline to follow and go back to. Plus it forces you to present all products."* **Ford, Union, SC**

*"It works extremely well and usually each customer will choose two items on the menu."*  
**Chevrolet, Easley, SC**

*"Greater profits. It really works! The first 4 out of 4 picked a box. Has really made my job a lot easier. Everyone in the dealership is excited."* **Jeep-Eagle, Greer, SC**

*"I must admit, I was very skeptical even after leaving the seminar. George Angus ask for us to "just try" it. He believed 3 out of 5 would purchase "something". My 1st 5 deals grossed a total of \$5121.73. #1-\$1618.48, #2-\$1151.85, #3-734.20, #4-\$401.67, #5-\$1215.53. I think that says it all. It's still working!"* **Ford, Honea Path, SC**

*"Increased back end gross per unit 18%. Back end products sold with less stress, presentation quick & easy to prepare and better protection for the dealership"* **Chevrolet-Geo, Clover, SC**

*"Being new in F&I, it has given me more confidence in presenting F&I products. I've definitely sold more F&I products because of the simple approach the Package Option uses. My customers like choices-they feel more in control."* **Manning, SC**

*"The first time I used the Package Option was with a long time customer that we had never sold any backend products. Right off the bat they chose life insurance and a warranty. Since the seminar approximately 60% of customers have chosen something from the Package Option. The seminar was great."* **Cheraw, SC**

*"I had been in the F&I business for a year and we had been operating under the old four column system-my numbers were pathetic at best. I convinced my boss to send me to your seminar and since I came back I have qualified for every spiff that my boss had put up for me. It has made my job so much more enjoyable and rewarding."* **Aberdeen, SD**

*"Increased service agreement penetration immediately. Also, has afforded an opportunity to offer credit life and A&H to many customers who wouldn't normally have even considered it. I'm new in F&I, but I feel that these penetrations should increase also as I become more comfortable. George Angus was excellent."* **Kingsport, TN**

*"It's opening new avenues and it makes selling CL and A&H (and USA) a lot easier. People are more open to choosing their own payments. Thanks for the help that you gave me."*  
**Toyota, Cookeville, TN**

*"Reduces the tension between myself and the customer. Showed the Package Option to two retail, one lease. Did both retail deals at buy rate to convert-\$1071. per deal in products only!!! Closed a lease with a full maintenance service contract."* **Chrysler, Memphis, TN**

*"On a 95' used Honda Passport, the customer picked box #3 with Life, A&H, and 7yr./100,000 warranty. Total back end gross \$4237.12."* **Jackson, TN**

*"Less time consuming, allows for quick and comprehensive overview of products available with no confrontation. Per retails and corresponding penetrations have increased a full 30% over the first make of the month. And, we are not yet presenting this approach on every deal. I do wish to comment on George Angus. I found him extremely professional and refreshing in that for a change I was hearing about a way to increase revenues while protecting the dealer principal, instead of how to rip a lung and possibly endangering the dealership."*  
**Scott E. Fulmer, Marshall Ford-Mercury, Hempstead, TX**

*"By making sure that ALL products and services are presented to ALL customers on ALL deals and allows the customer to choose. It has doubled my life and A&H penetration. My compliments to you Mr. Angus. A powerful seminar and speaker. Thank you very much!!!"* **Dan Ervin, Rocket Oldsmobile-GMC, Inc., Abilene, TX**

*"By reducing confrontation with the customer, making them feel more at ease. Also, is great to give customer choices, as opposed to a "yes" or "no". Great, Customer likes choices, written down for them to see. It becomes meaningful then."* **Terry Cooper, Rodeo Chevrolet, Bandera, TX**

*"Big thing for me is we work at my pace, slows customers down. His complete attention is on what I'm doing."* **Bob Bruton, Bossier Country, Fairfield, TX**

*"It gives me the opportunity to present all my products."* **Jerry Fowler, Berg Motor Co., Midland, TX**

*"Will make it easier to sell and result in a higher gross."* **Michael Steen, Village Ford, Lewisville, TX**

*"Lets the customer choose. Totally non-confrontational."* **Perry Williams II, Rodeo Chevrolet, Bandera, TX**

*"It puts the customer in a relaxed atmosphere. Very effective."* **Dana Beckwith, Golding Motors, San Saba, TX**

*"It takes the pressure out of selling and pushing product. About two out of five deals walked away better than if I had used the old method and about 10% increase in cash and C/U conversion."*  
**Allyson Samuels-James, Allen Samuels Autoplex, Ennis, TX**

*"This is a no-pressure way for 100% of our people to see 100% of our products 100% of the time in less than five minutes, and they will choose more than you can ever sell them. I have used it about 15 times and people have chosen a box unchanged 10 times and the others have made changes, but love the approach. I have asked them how they liked this approach, 100% said they like it!"***Bob Bolin, Wyatt Autoplex, Marble Falls, TX**

*"I just attended your seminar yesterday and my very first deal was a three year lease. I made \$1077. and sold all products plus an alarm. I greatly appreciate your program!"* **Richard Taylor, Barnett Motors, Mineral Wells, TX**

*"On the deals I have used the menu, my per copy has increased an average of \$800.. The customers seem to leave in a better frame of mind. I wish I would have been doing this since day 1."*  
**George Fecowycz, Jr., Twin City Motors, Port Arthur, TX**

*"It helps you offer 100% of your products to 100% of your customers 100% of the time. It helps to take some of the stress out of my job and makes the customer feel more at ease. I really like being up-front and honest with the customer! George Angus was good. I really enjoyed his presentation!"*  
**Kent Meyer, Salim Motor Co., Borger, TX**

*"It has worked just great for me, not only am I getting more dollars per turn, I'm also selling more products. I'm glad I took the time to attend the seminar."* **George Lesser, Mack Massie Motors, El Paso, TX**

*"I know several buyers have been sold CL & service agreements that would not have bought if presented individually. It's easier and less confusing to the customer."* **Gary Huggins, Lowrey Chevrolet, Paris, TX**

*"It allows for several decisions to be made by the customer-even if no product is sold it gives credibility to a higher rate (1-2 points)."* **Buick, Garland, TX**

*"For the month of March my average went from \$286. (prior to the seminar) to after the seminar \$660.."* **C-P-J-E, Wichita Falls, TX**

*"I now have a plan to present to the customer. PRU MTD before the seminar \$699., after \$773.66. This is inclusive of Honda's no flat, no res. 2.9%-4.9%-6.9% program."*

**Honda, Kingwood, TX**

*"Outstanding program-instructor was very good and related to class very well."*

**Buick, San Angelo, TX**

*"Its been just a few days, but I believe I have 25 to 30 percent increase in backend penetration. I enjoyed the seminar very much and believe it will be a big benefit. Chevrolet, West TX*

*"I love the non-confrontational approach to presenting F&I products. I feel more comfortable with myself. My backend has increased by about 25-30% so far. I'm impressed."*

**Chevrolet Co., Edinburg, TX**

*"This was more or less my first formal F&I training. I discovered that product presentation was not as important as making sure everyone gets the presentation. I spent the remainder of the week after the seminar studying my notes, and then went with the Package Option program full throttle. Penetration in warranty, credit life, and disability have taken a tremendous jump!"* **Pittsburg, TX**

*"Its increased our penetration, and has taken the stress out of trying to 'hardsell'. It allows you to offer the customer the products in a very open, easy to understand way for them." Chevrolet, DeSoto, TX*

*"Since my attendance, average per deal has increased by \$120.00 per copy. I use it on every car deal, including cash & outside finance deals in which it is an ideal way to offer available warranties. The seminar was great." Chevrolet Cadillac, Lufkin, TX*

*"I have more confidence going into a deal, less anxiety about disclosure creates a more positive attitude about my products. It most definitely works." Toyota, Lubbock, TX*

*"This is the first new idea I have heard of in years. The old method seemed to be less effective every day. There has been improvement in all areas and the customers seem comfortable with it."*

**Cleburne, TX**

*"I spend less time with customers, penetration levels have already doubled, PRU up \$210. per car and cash conversions are up 17%. Not one customer yet has not at least signed for one option. Great seminar." Cadillac, Fort Worth, TX*

*"Increased number of penetrations! It works great!" Nissan, Longview, TX*

*"I have experienced more confidence during transactions and more success in warranty, credit insurance, etc. due to the confidence gained. It also gives me a sense of gratitude for the professionals I work with. It has worked well when used. Mr. Angus was an excellent presenter and host." Buick, San Antonio, TX*

*"In the last 30 days I sold more CL than I did all of last year." Ford*

*"Out of 17, I have sold on 16!! Average \$1000. per retail." GMC, Salt Lake City, UT*

*"I've been able to maintain more credibility with less confrontation with customers. It is easy to prepare and with proper set up easier to close sales. It works great! On my contract deals since the seminar, I've been at \$1750. per deal."* **VW, Salt Lake City, UT**

*"It helps sell every product. I was very surprised at how well it works. It is a great seminar."*  
**Pontiac-cadillac-GMC, Layton, UT**

*"It's very up-front. Customers like the program. It has helped me to show All the products, All of the time."* **Toyota, Layton, UT**

*"Simple approach, quick presentation and it works! Excellent."* **South Hill, VA**

*"The Package Option selling technique has greatly influenced my insight on the automobile business. It verifies that each person purchasing a car is more likely to pick a box and include products. My first five deals I sold three credit insurance policies and five extended service plans. Excellent seminar. Thanks!"* **Emporia, VA**

*"All the products are presented effectively and fast. My presentation is a lot smoother and a lot less stressful. My first time it worked so smoothly, I could hardly keep a straight face."*  
**Chevrolet, Woodstock, VA**

*"Very effective tool, first time I used it the backend gross was 2100.. Good program!"*  
**Ford, Waynesboro, VA**

*"I have found customers are easier to deal with and seem to be more at ease. Even though I just started using the Package Option, I already see my reserves and penetrations going up."*  
**Honda, Winchester, VA**

*"Presented first three customers-sold warranty on two occasions and life and warranty on other. It helped close all 3 deals with a much higher payment than quoted from the sales desk. I was very impressed with the presentation and the results!"* **Buick, Norfolk, VA**

*"I've only been in F&I for a few months this was my first seminar, I came away primed & loaded. We're a small dealership and I double as a salesman. I closed a deal with stripped payments & upsold to a \$2100. backend! Very high penetrations and selling more packages per deal rather than just one & two. The beauty of it all is they pick their protection-they choose-not me sell. Love it!"*  
**Chevrolet, Ephraim, VT**

*"It is a easy presentation. Customers ask questions, which gives you the chance to sell. It has worked very well."* **Pontiac-Cadillac-Gmc-Toyota, Montpelier, VT**

*"It has taken the pressure of myself and thus the customer. Makes sure that I have 100% presentation to 100% of the customers. Great, I have been turning some incredible penetration numbers since I incorporated the system."* **Chevrolet-Geo, Gig Harbor, WA**

*"It takes the sting out of selling, makes it easy for the customer to say yes. My average has gone up \$400. a copy* **Ford, Federal Way, WA**

*"This program is quick and easy, not only for me but for my customers. Very straight forward, nothing hidden. I felt the seminar was excellent, a new approach, quick and easy, buy complete!"*

**Cadillac-GMC, Vernon, WA**

*"It taught me how to present all my products at one time using the time effectively. My customers have generally picked a box, or a modification of a box Very clean program, as I get smoother at presenting it, I know my results will get even better."* **Mazda, Everett, WA**

*"I learned how important it is to offer all of our products to all of our customers all of the time, and how easy it is with Package Option selling."* **Olympia, WA**

*"Offers a quicker more effective presentation. Both customers I used the Package Option on stopped me at the standard box one said: "I'll take it.", one said: "How about this box without protection." Can it really be this simple? No more of "the grind". I am only part time so I have only used it twice , it worked both times. My salesmen like the quicker turnaround and customers appreciate when I tell them it will take about 20 minutes, as you said they relax because they are informed of what is going to happen."* **Chevrolet, Arlington, WA**

*"I think giving the customer a choice and letting them "take control" of their financing will make it a very positive and binding process"* **Sea Ray, Seattle, WA**

*"It gives you an effective and legitimate presentation of all your products all the time."*  
**Chevrolet, Puyallup, WA**

*"First 10 days averaged over \$800. per retail unit sold and they were quoted bare payments! Everyone bought something."* **Honda, Mt. Vernon, WA**

*"Here is my log since the seminar using the Package Option selling approach. (average \$1077. per retail unit sold with two \$0 cash deals included!) A fine job!"* **Chevrolet, Bellingham, WA**

*"It un-complicates the old way of presenting products. By the time most customers get to the F&I office they are brain-dead and glossy-eyed. The Package Option helps make one decision instead of 4 or 5. It cuts down time and allows them to get into their new vehicle quicker-takes away the pain-reinforces their buying decision. I am very impressed."* **Shelton, WA**

*"I think the non-confrontational approach is a win-win way to present our products."*  
**Chevrolet, Sumner, WA**

*"Our averages are up at least \$400. per car."* **Toyota, Yakima, WA**

*"I tried the approach on the first four customers the day after the seminar-results were 3 for 4-worked great and is still working!"* **Walla Walla, WA**

*"It presents 100% of the product 100% of the time very effectively. I have increased penetration in all areas. After the presentation, many people just buy everything. In the last two weeks my average gross has more than doubled."* **Chevrolet, Federal Way, WA**

*"I was new in the finance office before I attended you're seminar, now I am a pro. I use the Package Option like it's a title app.-it has become part of my paperwork. I love it!!!* **Auburn, WA**

*"After doing F&I for over 10 years, Package Option selling has been the most effective approach yet. Keeping my jaw off the desk is the only drawback. Service contract sales are already up to about 80%. It was real refreshing to go to a seminar that taught me things that work and also complies with the no-pak rules."* **Chrysler, Puyallup, WA**

*"My per car average is up about \$200. per car and my Warranty, Life & Disability, Paint Pro are all up 25%."* **Lincoln-Mercury, Spokane, WA**

*"It is being completely up front with the customers and having them feel more comfortable. It has worked great! Our averages are up already in one week. We have more Credit Life and Disability in one week than we've had in one month."* **Honda, Glendale, WI**

*"It can be presented to each customer in a professional manner. It explains all the options available to them in a neat simple format. it also gives the customer the perception that they have the control over their money. It took me from being a seller to the customer making an informed decision to buy. Everyone likes to buy. No one likes to be sold."* **Chevrolet-Geo, Kewaskum, WI**

*"Works great. This allows us to take a shorter profit deal and increase it into a larger one."* **Chevrolet-Pontiac, Inc., Kewaunee, WI**

*"The seminar was fun and informative. Package Option Selling in my opinion is the easiest way to make money, and best of all it gives the customers a choice-nothing I have seen is anymore effective. I plan to use it all the time. Thanks!"* **Buick, Wauwatosa, WI**

*"It provides a structural method of presenting all available products in a short period of time. It has increased per unit profit and aids in the selling of service contracts* **Martinsburg, WV**

*"Less stress-easier to "sell"-the customer is at ease. Doubled my warranty & AH/CL penetration in the first week. I was told about this a year ago. I can't imagine the \$'s I lost because I didn't attend sooner. I have paid for the seminar, travel, room & expenses within the first week via increase back end sales. My sales manager is loving it! So is my G.M."* **Chevrolet, Rock Springs, WY**

*"Fantastic, it is perfect for non-confrontational selling. The customers are really at ease, they actually ask positive questions about the products."* **Casper, WY**

*"It gave me an alternate way to 'sell' a more complete package to that hard to sell customer. It's so easy. Great seminar."* **Ford-Chrysler, Worland, WY**