



Streamlined Selling System®

Show every product to every customer every time

We give you more ways to make more money.

It's smart business to provide your employees with the tools and training they need to do their jobs most effectively. We offer powerful sales tools to increase your profits. These tools provide a quick and easy presentation that increases product sales by ensuring every product is presented to every customer, every time.

We can help you maximize your earning potential.

Maximize your earning potential with the Streamlined Selling System®. Think of it as The Road to the Sale for F&ISM.

The Streamlined Selling System®:

- **Increases profit** by ensuring every product is presented to every customer, every time.
- **Protects the dealer's assets** by ensuring full disclosure of all F&I products.
- **Improves Customer Satisfaction Index** because customers see only the products they have agreed fit their needs.
- **Reduces chargebacks** by giving customers a more complete understanding of what they purchase.
- **Increases efficiency** by streamlining the sales process and decreasing the customer's time in the F&I office.

Features

Greeting and customer interview

The F&I manager greets customers and brings them to the F&I office. During a brief interview, the F&I manager matches customer needs with available F&I products.

Demo ride

With our electronic business manager, **Take to the Road®**, customers take a brief "demo ride" by watching a presentation on the general features and benefits of F&I products.

Dealers who consistently use **Take to the Road®** are generating phenomenal results. Customers receive a clear, concise and consistent presentation on all eligible products, every time.

Menu of product options and close

Based on the customer interview, you can develop up to four packages that meet each individual's needs and wants.

By the time you reach this phase, the customer has been informed of the general features and benefits of each product, and it should be a simple selection process.

More ways to make more money

This easy to understand, consumer-friendly selling system can help protect your dealership while increasing your profits. The Streamlined Selling System® is engineered to help you mitigate risks.

Zurich advantages are your advantages

One company can handle all your insurance and F&I needs, saving you time and helping you to maximize your profits. Our account executives and F&I professionals are Zurich employees, who understand your business. They are committed to providing you the right products with customized service.

Zurich also offers these advantages:

- **Strength and stability** – Since 1922, the Specialists at Zurich have been providing quality products and services to the automotive industry.
- **Knowledge and experience** – Our F&I professionals have extensive retail dealership experience, which enables them to focus on supporting your sales efforts.
- **Training and support** – We provide customized training and consulting services at no cost to you. We also provide merchandising support and sales tools to help your employees do their jobs more effectively.

Let us help you succeed!

If you want an F&I program from the company that understands your business and is committed to your success, call the Specialists at Zurich at 800.821.7803, ext. 1525, or visit www.zurichna.com/zdu.

Zurich

7045 College Boulevard, Overland Park, Kansas 66211-1523
800 821 7803 www.zurichna.com/zdu

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