

Mark Bernoski's F&I Update

Information targeted for your dealership

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CONTACT



Mark Bernoski

Director of Sales
Eastern Division

Chicago, IL

Office: (312) 458-5587

Cell: (914) 489-0068

Fax: (312) 368-8207

E-mail: mark.bernoski@hdfsi.com

Harley-Davidson Financial Services

222 W. Adams Street, Ste 2000
Chicago, IL 60606



Harley-Davidson
Financial Services

F&I FUNDAMENTALS #2

Cross-Promote: Synergy, Not Silos



How much F&I business is your MotorClothes® department generating? How about Parts & Accessories or Service? If these questions sound strange, you may be overlooking a fundamental of F&I success: cross-promoting.

What is Cross-Promoting?

Sometimes called “cross-selling,” cross-promoting occurs when one area in a dealership surfaces a customer’s need for something another department sells, piques the customer’s interest in it and provides a positive reference. It’s a way to create synergy in your dealership instead of silos.

When salespeople in your MotorClothes®, Parts & Accessories and Service departments suggest that customers might be able to include purchases in their motorcycle financing

Continued on next page.

NEXT PAGE