



**TRAINING INSTITUTE**  
Classroom • Onsite • Online

## Start Your F&I Training Today

We deliver proven training programs that F&I professionals can use to increase the bottom line. Our courses will give you the real-world tools, techniques and tactics you need to excel.



### Classroom Training

Courses designed for beginner, intermediate and experienced F&I  
Topics include:

- How to implement a customer-focused selling process in your dealership
- Understanding your customer
- Menu presentations
- High-value selling
- Eliminating objections
- Compliance laws and regulations

### 24/7 Online Training

Learning at your own pace, at anytime and anywhere, all you need is an internet connection.

**You Can Access Our Online Courses 24/7 via F&I Café**

- In-depth Product Knowledge and Certifications
- Professional Development
- Sales Presentation Skills

Start your training by logging into [ficafe.protective.com](http://ficafe.protective.com)



### Onsite Training

Reinforces classroom learning through:

- Customized training to meet your needs
- Hands-on coaching
- Performance improvement

### Webinars

Designed to cover broad topics on a regular basis to improve overall performance and enhance classroom and onsite training.

Course registration links can be found at [protectiveassetprotection.com](http://protectiveassetprotection.com) on the F&I Training Calendar page.



[protectiveassetprotection.com](http://protectiveassetprotection.com)



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