

JM&A Group Introduces One-Stop, End-to-End Training Program

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JM&A Group has launched an innovative front-end sales training and consulting program designed to complement its successful F&I and fixed operations programs. The program makes **JM&A** one of the first in the industry to offer field representation teams who can provide dealers with in-store, hands-on support in three key areas including sales, F&I and fixed operations (parts, service and body shop).

“With the addition of front-end sales consulting, dealers now have one-stop shopping when it comes to training and consulting,” said **Jim McDavid**, vice president of **JM&A’s** North American operations.

JM&A Group’s sales training goals focus on the success formula comprised of: number of write-ups, closing ratios, vehicle sales gross profit and F&I gross profit.

According to **McDavid**, by using **JM&A’s** Front-End Sales Training and Consulting program, salespeople can better meet the needs of their customers, right from the start. The program helps create customer trust early in the sales process through the establishment of clear expectations, and it helps sales people convey a sense of urgency to serve the customer.