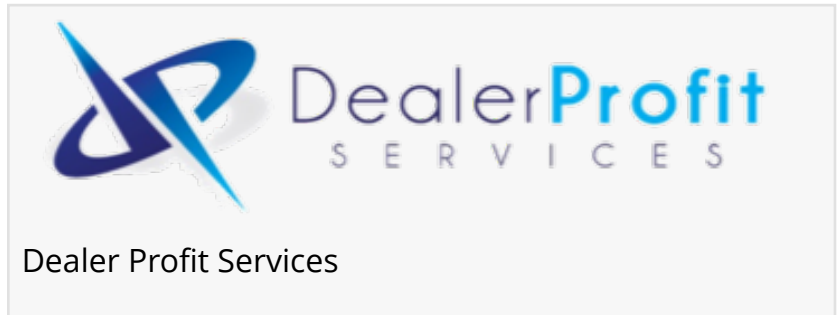


# Dealer Profit Services Announces Comprehensive, Customized F&I Training For Marine and RV Dealers

*Built On Core Fundamentals, Dealer Profit Services Announces That Its F&I Training Program Is Customized To Meet Specific Needs - In-Person Or Virtual*



WATKINSVILLE, GA, USA, June 28, 2022

/EINPresswire.com/ -- [Dealer Profit](#)

[Services](#), a member of the Brunswick

family, is pleased to announce that it has developed a comprehensive F&I Training Program for Marine and RV dealers. While the core program centers on key F&I principles, the specific content will be customized to meet the specific needs of each store.

“

F&I is a science and not an art. It can and must be taught and trained to deliver maximum profit. Then the results must be tracked and there must be a focus on continual improvement.”

*Myril Shaw*

The core purpose of the training program is to teach dealers to take their F&I Profits to 5% of Unit Sales and 50% of the store's Net Profit.

The training will be offered by Myril Shaw, COO of Dealer Profit Services and will be delivered either virtually or in-person. It is based on two fundamental F&I principles.

- 1) The Hypocratic Oath of F&I - First, do no harm. F&I will NEVER cost a sales;
- 2) Aggressive and Graceful in retreat - F&I Managers never

get more than what they ask for in the first place - the training teaches to ask for the highest reserve and maximum F&I profit and then how to walk that back.

The other aspect of the training that is critical is teaching to ensure that 100% of customers reach F&I regardless of whether they say that they are financing or paying cash.

Available immediately, this training is offered and available to all Marine and RV dealers in the United States.

Myril Shaw

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