

Six Groups of Knowledge (Part 3):

The third group of knowledge is knowledge of your **advertising** and that of your **competitors**.

We invest **thousands of dollars** to attract guests to our stores. We need to be **prepared** for when these guests arrive.

Make sure you have **current** knowledge of your **company's advertising** as well as your **competitors advertising**.

Three ways you can shop your competitors

1) visiting your competitors stores

2) shop your competitors website

3) make sure you have reviewed all of your competitors advertising

Six Groups of Knowledge (Part 4):

The fourth group of knowledge is knowledge of your **credit or finance plans** and that of your **competitors**.

One of the most powerful tools that you have is the ability to **finance**. It will enable your guest to act **now** rather than later. It will also enable your guest to buy the **best**, rather than settle for second best.

Financing will increase:

1) your closing ratio

2) your average ticket

3) your extended warranty plan sales

4) build customer loyalty

Know all your **finance plans** and **administration fees**.