

Winning formula for F&I sales success in the service lane

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– Andrew Rosen, CEO,
Sea Pine Technologies



As part of Zurich's commitment to helping dealers continuously improve their financial results, Zurich has developed income-generation programs that can impact more than the F&I office. Zurich's Service Lane Sales program provides dealerships the opportunity to increase F&I sales, improve overall gross profit and reinsurance growth, and is another critical step toward greater customer retention and loyalty.

This program makes it easy to present customers with the features and benefits of purchasing a vehicle service contract. Our proven selling system, combined with cutting-edge technology, allows consumers to review and purchase a vehicle service contract while they're in for service or from the comfort of their own home.

Achieving meaningful and sustained F&I sales success in the service lane has always been widely accepted as 'impossible.'

This axiom is due in large part, not to past noble and genuine attempts, but to the breakdowns which lead to the failed results. Zurich's state-of-the-art proprietary digital solutions, not previously available to any service lane program,

have been designed to leverage the latest technological advancements to specifically solve for the previously insurmountable barriers to the success equation. Andrew Rosen, CEO of Sea Pine Technologies explained, “The technology, combined with a process that has been industry tested, vetted and continuously enhanced through years of practical experience gained at actual dealerships, allows for customer dealers to finally experience significant and stable productivity.”

Zurich and Sea Pine's direct field teams' ability and expertise to properly implement Zurich's Service Lane Sales Program, through complete collaboration and engagement with its customer dealers, makes all the difference for long-term prosperity. Rosen said, “We expect to continue to see unparalleled growth in vehicle service contracts sold and dealer gross revenue generated. As with all industries, change through innovation is inevitable. We are proud to be able to arm our customer dealers with a program that not only enables them to increase profitability, customer retention, customer loyalty and customer satisfaction today, but which propels them into the future for years to come.”

“We’ve always wanted to have this type of program but until now we really never had the right solution,” said Michael Trebino, Executive Manager, Pine Belt Auto. “Zurich’s Service Lane Sales program has proven to be really successful. We didn’t realize we were missing so many opportunities. We’re seeing a lot of new opportunity.”

John Altman, Chief Operating Officer, Beyer Automotive Group, said, “We had been looking for a better way to sell to our service customers but the technology wasn’t there. Zurich’s digital application has given us that solution and it has been really successful!”

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