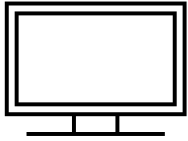




Accessories and F&I Best Practices

This guide was created to identify key takeaways and provide timestamps for each topic in the Digital Retailing Accessories and F&I Best Practices training video which can be found at: [KiaDigitalProgram.com/DigitalRetailing/DigitalRetailingResources](https://kiadigitalprogram.com/DigitalRetailing/DigitalRetailingResources)



When customers are presented with options early in the buying cycle and have enough time to review, research and contemplate adding them, they typically buy more vs when presented options in the finance office

How Digital Retailing Impacts Accessories & F&I

- Having the details laid out for each product online lets customers contemplate what they may need, and allows you to speak to the fact products are OEM and always compatible, while not voiding the warranty
- Customers can see the price with added products immediately, avoiding sticker shock down the line
- Interface and menu is customizable, and allows each dealer to personalize it such as creating dealer specific bundles
 - Brochures and videos can be inserted to educate customers on each product
 - Customers can only select options relative to their buy type: a lease customer will not be able to select GAP insurance
- Resources are the same both online and on the floor, maintaining a consistent experience for the customer throughout their buying experience
- Once the customer is finished online, all the details are added to the CRM and all the accessories and f/i products they looked at are included
 - When outreach is made by the BDC or internet team, they can have a conversation about the products and continue to move them down the sales funnel
 - Changes are easy to make in the showroom if customer changes their mind