

# Leasing

## **Chapter 1: What is Leasing?**

- Session 1: Defining Leasing
- Session 2: Open Ended vs. Closed Ended Leasing
- Session 3: Residual Value vs. Balloon Payment & Money Factors
- Session 4: The Difference Between APR & Money Factors

## **Chapter 2: Customer Benefits of Leasing**

- Session 1: Short & Long-Term Benefits
- Session 2: The #1 Cost of Owning a Vehicle
- Session 3: Common Misconceptions of Leasing

## **Chapter 3: Salesperson Benefits of Leasing**

- Session 1: Understanding Customer Trade Cycles
- Session 2: The Advantage of "No" Negative Equity
- Session 3: Setting Up Your Future with Leasing
- Session 4: It's All About the Payment

## **Chapter 4: Dealership Benefits of Leasing**

- Session 1: Decreasing Trade Cycles
- Session 2: Increasing Gross Averages
- Session 3: Selling Lease Turn-Ins
- Session 4: The Long-Term Advantage of "No" Negative Equity
- Session 5: What is a Healthy Lease Portfolio?

## **Chapter 5: Obligations vs. Options**

- Session 1: The Customer Purchase Obligations
- Session 2: The Customer Lease Options

## **Chapter 6: Presenting the Lease**

- Session 1: Avoiding the Bad Word "Lease"
- Session 2: Creating a Captive Audience
- Session 3: Logic Trapping
- Session 4: Selling the Benefits

## **Chapter 7: Lease Objections**

- Session 1: I Want to Own, Not Rent
- Session 2: I Drive Too Many Miles
- Session 3: What if There is Excess Wear and Tear?
- Session 4: I Don't Want a Big Payoff Bill at the End of the Lease
- Session 5: What Happens if I Get into an Accident?
- Session 6: What Happens to My Down Payment if the Car is a Total Loss?

## **Chapter 8: Ancillary Benefits to Leasing**

- Session 1: Under Warranty vs. No Warranty
- Session 2: Latest Safety Technology
- Session 3: No Carfax Concerns
- Session 4: Driving the Latest Model
- Session 5: Getting More Vehicle for the Money
- Session 6: Paying for Mileage Overage