

## **MaximTrak Hosts Agency Development Event for General Agents**

*Automotive industry's leading F&I technology and training firm gives general agents a chance to experience MaximTrak's acclaimed F&I training course*

WAYNE, PA – April 11, 2008 General Agents representing MaximTrak's F&I Network™ gathered at the St. David's Country Club in St. David's, PA, to take part in MaximTrak's unique agency development workshop.

The two day event provided GA's with an opportunity to experience MaximTrak's F&I training program firsthand. The event was geared toward educating GA's on how to differentiate their business and change their delivery model to focus more on value by utilizing training and technology.

Nearly all dealerships these days use some version of menu-selling in their F&I processes. MaximTrak's clientele consistently identifies training as one of the essential elements driving their F&I success.

"Clearly there are many F&I menu providers in the market today" says Jim Maxim Jr. Executive Vice President of MaximTrak. "However, there is a large vacuum when you compare the dealer's real need and the level of sophistication and support that these systems and companies provide. By combining the renowned MaximTrak technology platform and our F&I Training programs, we deliver a core value proposition that dealer's and agents need alike in order to expand the profitability and productivity of their F&I Departments."

MaximTrak's intense three day F&I Boot camp for F&I Managers indoctrinates students with a core set of skills necessary to be successful in today's marketplace. F&I Managers can literally leave the three day program and immediately institute the process inside of their auto dealership without disrupting the culture of the store. F&I Managers are trained to become better partners at dealership and consistently repeat the right actions on every deal.

The training programs are offered to MaximTrak clients as an added value to the company's technology solutions. Experience, demonstration, and practice are the principles underlying the MaximTrak training philosophy. The course makes liberal use of video-taped presentation exams and role playing to provide a constructive review of the progress made by course participants.

### **About MaximTrak**

MaximTrak Technologies is the leading technology and training provider for the retail automotive finance and insurance industries. With several of the Wards "Top 10 Mega Dealers" on board, MaximTrak has gained national recognition as the customer focused technology provider of choice. For information contact Frank Barone, Director of Public Relations at (800) 282-6308 or visit [www.maximtrak.com](http://www.maximtrak.com).