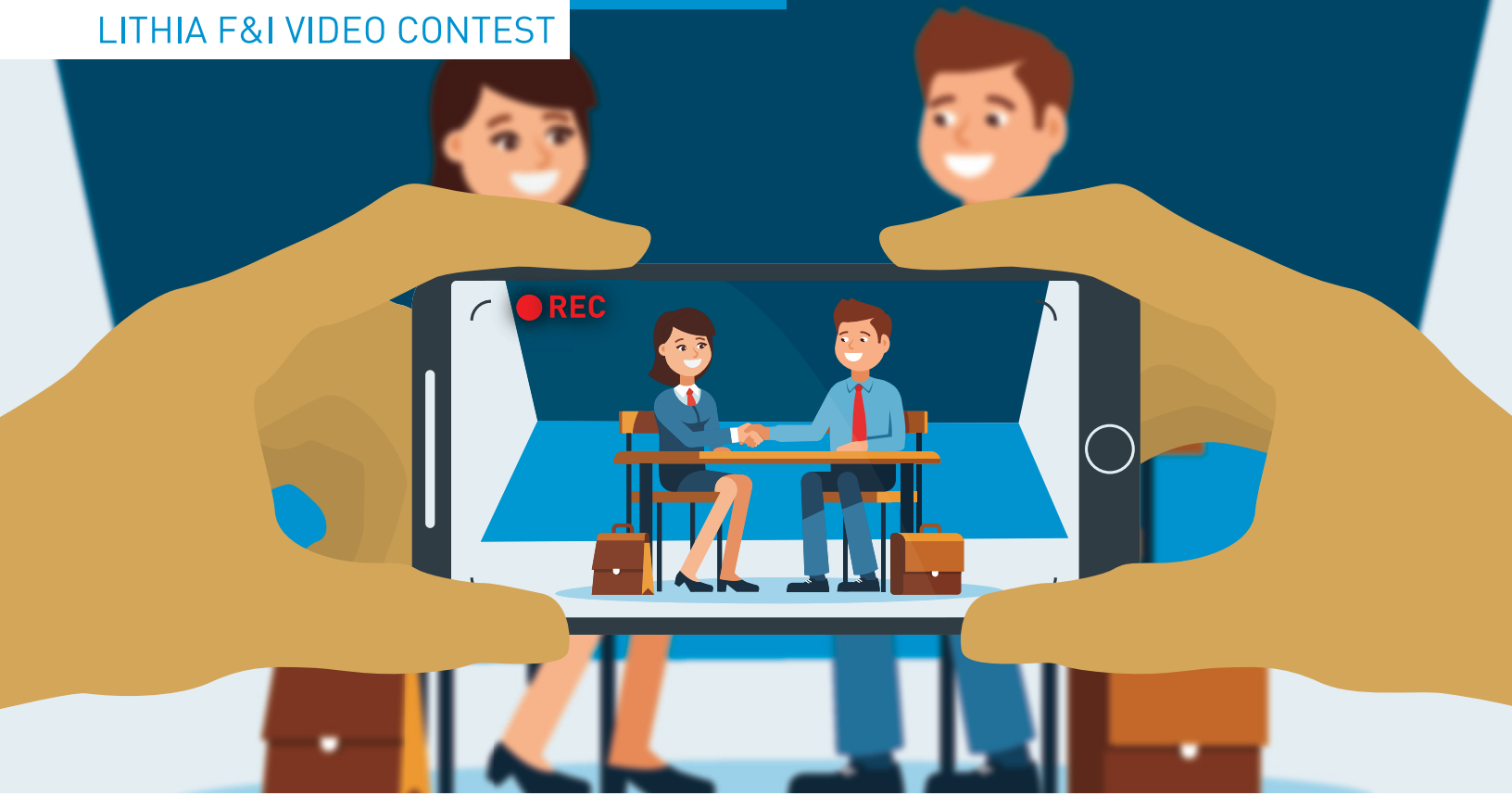


# Lithia's Got Talent

LITHIA F&I VIDEO CONTEST



## HERE'S HOW IT WORKS.

### The Scenario.

Record your best presentation selling the product you have the most conviction in! You will sell this product to a sales associate on your team - the "Customer".

### The Twist.

Your "Customer" must challenge you with the most common objection(s) you get, and then it's your turn to show your best close.

### The Winners.

The top ten presentations - subject to change based upon participation - will be selected by your Support Services team. From those presentations, each F&I Manager in the company will have one vote to choose the Top 3 presentations.

### Registration.

Fill out the registration form and upload here: [surveyMonkey.com/r/LithiaVideoContest](https://surveyMonkey.com/r/LithiaVideoContest)

## THE NITTY GRITTY.

### The Guidelines.

- Clearly present one product that you commonly sell.
- Have the "Customer" throw you a curve ball. Give your best close to that objection.
- Length requirement: 3-7 minutes
- Film Landscape on your Smart Phone or Tablet. Highest quality possible please!
- Minimum 25 Participants

### The Score Sheet.

- Positive Energy & Conviction
- Presentation
- Value Building
- Product Knowledge
- Your Close

### The Timeline.

- October 10th @ 5pm Video Deadline
- November 1-15th Voting for Top 3 Presentations
- December 1st Winners Announced
- December 10th Payout

## WHAT'S IN IT FOR YOU?

### The Prizes.

1<sup>ST</sup>  
**\$5,000**

+ Lunch for the entire sales staff.

2<sup>ND</sup>  
**\$3,000**

+ Lunch for the entire sales staff.

3<sup>RD</sup>  
**\$1,500**

+ Lunch for the entire sales staff.