

Executive Profile



Lloyd W. Trushel II

Entrepreneur / F&I Trainer / Author

Lloyd is highly creative, enthusiastic and ethical with an exceptional track record of understanding markets and driving growth.

He is a persuasive and effective communicator, capable of expressing ideas in a fluent, articulate and cogent manner that others find easy to understand with a prominence for seeking common ground and long-term relationships.

Professional History



THE CONSATOR GROUP - CO-FOUNDER / COO

My position requires a focus on marketing and general consultancy in addition to revenue development for automotive dealers and lending institutions. Assignments include: Training staff (Sales, Processes, Legal, Compliance, Product Knowledge, Critical Thinking & Social Skills); Process Consultation and Benchmarking.



F&IQ - F&I TRAINER

Author of The Art of F&I - Conversations from The Box The book focuses on the neuroscience of sales and buying habits with a specific emphasis on the Automotive F&I Manager's skill set. The book is centered around the "Best Ownership Experience" syllabus for F&I Training and Development.



CONSUMER'S ADVANTAGE - PARTNER / C.E.O.

CAP provides Vehicle Service Contracts to over 2,500 automotive dealers throughout 20 states.

www.capwarranty.com

Prior



ASSURANT INC. (NASDAQ: AIZ) - DISTRICT VP / F&I TRAINER (2001 - 2004)

Provided Automotive F&I Training in dealerships across the southeast U.S. (FL, GA, NC, SC, AL, MS & LA). Managed local and national accounts. Achieved and maintained highest premiums in the company. Top-Notch award winner. Provided Training and Recommendations to clients nationally. Created Private Label programs and Reinsurance/Retro's for larger Automotive Groups, National Accounts & Manufacturers.

AUTOMOTIVE INDUSTRY RETAIL LEVEL (1991 - 2001)

General Manager, General Sales Manager, F&I Director, Special Finance Director, F&I Manager, Closer, UCM and Salesman.

Testimonials

"Lloyd teaches lifetime customer care - building retention-directed conversations with them that link them to our service department... We now work from a products-sold pay plan versus a PRV plan, and that is advancing overall health of the dealership"
BEN BRANNON (GM/OWNER BRANNON HONDA)

"Lloyd has been instrumental with improving the bottom line at the past dealerships I have worked for, as well as, my own dealership. Real training provided with proven current techniques vs. old outdated book techniques. Other companies try to claim their representatives are experts - he does not need to make the claim. The confidence he has is obvious by how he addresses your dealership's concerns. No hidden agendas. Excellent products and product support are just the bonus you receive. The real value is the support and the genuine interest he has in your success."
JEFF YATES (OWNER - BAYSIDE AUTOMALL)

"I have known Lloyd Trushel, both professionally and personally, since 2001. I have come to know Lloyd as a consummate professional and feel he is a leading expert in his field. His vast knowledge of retail automotive sales and warranties is incomparable to anyone else I know! He's one of the best trainers and consultants I have ever had the pleasure of working with, and he has the ability to take your business to the next level with honesty and integrity. I believe that his proven track record of results-oriented business practices would be beneficial to any organization that wants to take it to the next level."
ANGELA BARRETT (F&I DIRECTOR - JARRETT AUTOMOTIVE GROUP)