

FOR IMMEDIATE RELEASE



EFG Companies Launches Flexible Training Subscription Service, Proven to Boost Dealer Profit and Performance

DALLAS, TX (June 8, 2021) EFG Companies, the innovator behind the award-winning Hyundai Assurance program, today announced the debut of its modular Training Subscription Service that, when piloted during the pandemic, resulted in an 18 percent lift in profit per unit sold (PRU) for clients post-training. For more information visit: <https://bit.ly/2Tf9TPL>

EFG's subscription-based training model includes both digital and in-person options, delivering timely tools in a learning environment that works best for each employee. The service also supports the new digital retailing model many automotive and powersports retail dealers are rolling out.

When the pandemic forced dealers to pivot their sales model for both in-person and online sales, EFG was ready. Aside from the company's award-winning in-person classroom training, EFG had invested heavily in building its media-rich digital training platform. This foresight allowed EFG's trainers to continue driving dealer success through live, on-demand training. Additionally, students were provided with an in-depth library of training articles, videos, and podcasts on topics ranging from compliance and overcoming objections, to adjusting to the "new norm."

"Our 1-year training subscription model is designed to provide dealers with a defined cadence, resulting in significant performance improvements," said Eric Fifield, Chief Revenue Officer, EFG Companies. "In March 2021 alone, the automotive industry saw a significant rebound in sales. However, our partners who are taking advantage of EFG's Training Services saw 30 percent higher performance increases over clients not utilizing our training."

"Investing in training has always been central to our business plan as we work to grow our market presence," said Melissa Hacker, Chief Financial Officer, EuroCycle Group. "After all, meeting our business goals requires that we set our people up for success. That's why we continued using EFG's live, online training during the pandemic. Now, with all the training resources available to my team, I'm better able to track performance and provide team members with instant access to resources they can use today to increase their PRU, compliance and productivity."

EFG's Training Subscription Service is available through a combination of in-person classes, virtual distance learning, virtual breakout sessions, virtual coaching, as well as 24/7 access to EFG's online [L.O.V.E. training portal](#). Dealer management can select their preferred subscription package across a wide variety of curriculum, benefiting from up to a 20 percent discount from standard training rates.

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About EFG Companies

EFG Companies, the innovator of the award-winning Hyundai Assurance program, provides clients with more than 40 years of industry leading consumer protection programs in the automotive and residential real estate industries. Operating as an extension of its clients' management teams, EFG consistently delivers solutions to increase client profitability, market share and market reputation, resulting in a client satisfaction Net Promoter score that is higher than national corporate leaders such as Nordstrom, USAA Banking and Insurance, Ritz Carlton, Amazon and Netflix. Learn more about EFG at: www.efgcompanies.com.