

Serve up increased profits in the F&I office with menu selling



Chris Schulthies, senior partner in the Wye Management Group.

Dealers using menu selling are seeing their business office profits increase because menu selling lets them offer 100 percent of their customers 100 percent of their products 100 percent of the time, says Quantech Software.com Inc. in a release.

“The greatest challenge dealerships have in the F&I department is to ensure that all products are presented to all customers all the time,” says Chris Schulthies, senior partner in the Wye Management Group. “Experienced F&I managers readily admit to us in training sessions that they do not offer all products on a fairly consistent basis.”

Schulthies claims menu selling cures that.

Menu selling also increases customer satisfaction by taking the pressure out of the process, reduces time spent with the customer, reduces charge backs and protects against liability and litigation

Payment Options		YOUR COMPANY NAME HERE				Finance Deal	
Prepared for: Grant James							
Date: Apr 6, 2005	Stock #:	G6657	VIN: 66574886958674553	Type:	NEW	Rate: 2.4 %	
Price: \$34,689.00	Trade Lien:		Downpayment: \$1,082.74	Amount Financed: \$22,416.26	Term: 60 Mo.		
Trade: \$11,500.00	Fees & Taxes: \$310.00	Rebates: \$0.00	Base Payment: \$396.84	Am: 60 Mo.			
Platinum Plus.	Gold Plus.	Silver Plus.	Bronze Plus.				
Life Joint. In the event of the death of either the buyer or co-buyer, the loan will be cleared in it's entirety	Life Joint. In the event of the death of either the buyer or co-buyer, the loan will be cleared in it's entirety	Life Joint. In the event of the death of either the buyer or co-buyer, the loan will be cleared in it's entirety	Life Joint. In the event of the death of either the buyer or co-buyer, the loan will be cleared in it's entirety				
CI Joint. Should you be diagnosed with a specified critical illness and survive one month, the loan will be cleared	A/H Joint 7. Ensure that your good credit rating remains intact should you become sick or injured during the term of the loan.	Warranty. Medium. Provides peace of mind after the expiration of the original manufacturers warranty.	PP Medium. Undercoating and rust inhibitor will ensure a quiet ride and protection from the harsh elements.				
PP Full. Protection package. Includes paint protection, Undercoating and fabric protection.	PP Full. Protection package. Includes paint protection, Undercoating and fabric protection.	Maintenance. Maintenance package that includes oil changes, tire inspections, lube and fluids will ensure optimal performance.	Warranty. Basic. Provides peace of mind after the expiration of the original manufacturers warranty.				
Warranty. Full. Provides peace of mind after the expiration of the original manufacturers warranty.	Warranty. Medium. Provides peace of mind after the expiration of the original manufacturers warranty.	GAP. In the event of a total loss of your vehicle in an accident, the shortfall to pay out the loan will be covered.	Maintenance. Maintenance package that includes oil changes, tire inspections, lube and fluids will ensure optimal performance.				
Maintenance. Maintenance package that includes oil changes, tire inspections, lube and fluids will ensure optimal performance.	Security. Saving money on your insurance is an excellent reason to invest in a car security system.	Etching. An effective theft deterrent system that etches your VIN on your vehicles windows.	GAP. In the event of a total loss of your vehicle in an accident, the shortfall to pay out the loan will be covered.				
Etching. An effective theft deterrent system that etches your VIN on your vehicles windows.	Maintenance. Maintenance package that includes oil changes, tire inspections, lube and fluids will ensure optimal performance.	PP Full. Protection package. Includes paint protection, Undercoating and fabric protection.	Etching. An effective theft deterrent system that etches your VIN on your vehicles windows.				
Security. Saving money on your insurance is an excellent reason to invest in a car security system.	Tire and Rim Protection. Expenses arising out of the repair or replacement of wheels, rims and tires due to road hazard will be covered.						
Payment \$552.34	Payment \$545.65	Payment \$504.53	Payment \$481.61				
Custom disclosure statement goes here.							
Presented By: Business Mgr. 1		Selected Plan:		Date:		Customer Sig.:	

A menu prepared from a software application ensures that each presentation can be customized to meet the customer's needs.

by providing proof of what was offered to the customer, says Quantech president Jack Pyck.

A business manager trained in menu selling will make the difference in achieving the benefits you are looking for.

“When dealerships implement menu selling in their F&I departments, we normally see an increase of \$200 to \$300 per transaction almost immediately,” says Chris Schulthies, senior partner in the Wye Management Group.

The Wye Management Group trains

F&I managers from coast to coast.

Whether you use a written menu or an electronic one, the method you choose will succeed in increasing profits, Pyck says. There are, however, differences between a manually prepared menu and the electronic version.

He says that by offering a printed menu from a menu software application, you ensure that every presentation is clear, consistent and professionally presented. Add a dash of colour with a colour printer and your menu will not only be more appealing, it will help cus-

tomers see the differences between the packages on the menu.

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“An electronic menu allows the business manager to custom build the menu templates that reflect the different presentations they may need for the different types of buyers,” he says.

Cash buyers needn't learn about payment protection plans, for example.

“By preparing templates, the business manager always has an appropriate menu on hand to show to every customer,” he says. “Being able to customize a menu ... is critical for effective menu presentations.”

That can't be done with a home-made menu, he argues.

“A professional menu selling software application, such as Quantechsoftware.com's F&I Booster lets the business manager change packages 'on the fly' to meet individual customers needs,” Pyck says.

Booster is easily installed and training at the dealership is available. The menu can be displayed from a computer screen, the company says.

Pyck a pioneer in the field of menu software, founded Quantech in 1998. The company is headquartered in Westbank, BC.

In November 2005, the Ontario Automobile Dealer Services Inc., the marketing arm of the Ontario Automobile Dealers' Association, chose F&I Booster as the electronic menu selling system of choice for their members' F&I offices.

— L.P.

For more information, on menu software, contact Quantech Software at 1-877-611-0622 or visit www.quantechsoftware.com.