



QMenuS Case Study - Bay Mazda

Bay Mazda is located in Belleville, just two hours east of Toronto on Canada's busiest highway, the 401. With only 15 staff, one being Denis Bussiere, the finance manager, it's not a large dealership. Car buyers expect straight forward win/win deals with no "games" or surprises from Bay Mazda, and that's exactly what they get.

Not only does Bay Mazda have happier customers since they started menu selling with QMenuS, they're also selling more F&I products. Since changing over, Bussiere has increased F&I revenue \$200 on every unit. That equates to over \$60,000 in new F&I revenue per year (over \$180,000 since they purchased QMenuS in March of 2007). Pretty good ROI on a \$3,000 investment! Bussiere attributes that success to the consistency of the F&I process, combined with the ease-of-use, flexibility and professional look of QMenuS.

Read on to learn how they did it.



Denis Bussiere – finance manager

Denis Bussiere has been at Bay Mazda since 2006, coming from Ford Credit, where he worked for five years. And while he views himself as a sales person, Bussiere uses a "velvet glove approach" – always pushing forward, but never too hard. Words that characterize his style include, professional, caring, and non-threatening.



Bussiere tried step selling his first year at Bay Mazda. He wasn't happy with his processes or his results. Bussiere wanted a process that aligned with his selling style and step selling wasn't it. "I was evaluating everything I was doing in the business office", explains Bussiere. After some research, he decided to attend an F&I training session in Phoenix; and while it wasn't specifically on menu selling, several business managers in attendance did use menus. Those discussions got him interested in menu selling, which ultimately lead him to Quantech and QMenus.

Bussiere never took formal training on how to menu sell, yet it only took him a couple of days to get the new approach crafted in his head and his menus built. Quantech was very helpful during this period, providing him with technical support and software training as well as the intellectual support he needed to transition from step selling. "Quantech support was fantastic", says Bussiere, "Suzette was very quick and cognisant of my time. If she didn't need me to stay on the phone, she'd call me back." Quantech also helped him transition from step selling. "I had many meaningful discussions about menu selling with Lisa and Linda", he reflects, "They helped me push the envelope and get out of my comfort zone".

On the sales floor

The process at Bay Mazda isn't very different from processes used in many other dealerships. The sales person delivers a summary sheet containing customer as well deal information, pre-F&I, to the business office. The summary sheet was created by Bussiere using Excel. Sales staff also enter basic customer and deal information into Reynolds and Reynolds, their Dealer Management System. Bussiere has pre-printed payment options on each vehicle (also made in Excel), so staff can quote various payments to customers prior to Bussiere seeing them. In addition to deal information, the deal summary has plenty of room for accessories that are often sold with the vehicle. Bussiere finds this process very useful as it forces the sales person to lay everything out on the table for the customer before they get to the F&I office.

The turnover

"In less than 60 seconds" Bussiere prepares his menus by cutting and pasting deal information into QMenus from Reynolds and Reynolds. He does this prior to meeting the customer. The first thing he does with a customer is he informs them how much time he needs. That allows him to deal with any time constraints up-front. Bussiere leads into his interview with a deal recap. "It's important we're on the same page" explains Bussiere, "the deal I'm working from has to be exactly the same as what the customer has in their head."

The interview ends with Bussiere positioning the various protection options available and a review of the credit application. During the discussion, he asks key questions about their mortgage, employment, and vehicle usage. He leads into the menu after they sign the pre-printed insurance confirmation form.

The menu presentation

Bussiere always presents printed full colour menus flat on his desk facing the customer. "Obviously you've bought cars before" he begins, with his hand on the menu. Bussiere assumes customers are aware that there are protection options available to them. He really watches their body language and continues by saying, "We do things differently here. We use a menu to present all of your protection options to you. We don't pre-judge." Bussiere then points to the unsecured price at the top of the menu and presents the four options, beginning with the Fully Secured group.

Bussiere always gives a quick presentation on the benefits of “Life Protection”, as he calls it. Then he goes into “Repair Protection” using the menu and a graphic he’s created called The Warranty Information Tool. He uses it to describe the gap between Mazda’s warranty and the extended coverage. If required, Bussiere adjusts the warranty price in QMenus – it only takes a few seconds. In addition to the protection packages listed in the menu groups, Bussiere gives the customer a printed environmental protection menu he designed himself. Throughout the presentation Bussiere watches the customer very closely for buying signals, positive or negative, particularly at the end of each group when he tells the customer the cost of that group of products.

The complete presentation – from the time the customer enters the office is anywhere from 15 minutes to one hour, depending on customer time constraints and receptiveness. If they’re pressed for time, Bussiere uses the menu on its own with no accompanying documentation. After the customer leaves, Bussiere emails the menus to them. Recently a “cash customer” went on to purchase everything in the preferred package after reviewing these emails.

Initially there was push back from sales staff because the amount of time customers spent in the business office increased. Sales staff didn’t know it was because the previous business manager presented very few F&I products. Now that all F&I products are presented to every customer, every time, sales staff are happy they don’t have to deal with angry customers coming back due to miss-understandings. “The menu is a great enforcement tool to ensure that everything is offered and presented 100% of the time”, explains Bussiere. “With step selling, it’s too easy for the customer to cut you off before you have a chance to show them everything. When you have a menu, they can see exactly what’s ahead. It’s very transparent.”

Bussiere and Bay Mazda are committed to the menu selling process and QMenus. He likes how quick and easy QMenus is to use, change or manipulate –important considerations when your day is busy and time is tight. Bussiere also likes how professional the printed menus from QMenus look. With his marketing and advertising background he knows how important that is. For more information on QMenus go to www.quantechsoftware.com OR call 877-611-0622.