

TOP FIVE MENU SELLING TIPS

Consult. Engage. Simplify.



INTRODUCTION

Simplify your aftermarket sales process with digital menu presentations and create a personalized, consultative, and relaxed sales experience.

There's no doubt about it: Today's automotive retail environment is a red-hot mix of aggressive incentives, hyper competition, and razor-thin margins. Selling the car isn't enough anymore; and while F&I product sales are a good way to increase profitability, there is still a huge disconnect between consumers and a dealership's F&I office. A recent study by Cox Automotive, in fact, found it to be one of the most painful parts of the in-dealership experience.* The solution? Successful dealerships are using mobile technology to create a positive and consultative aftermarket sales experience.

**Cox Automotive: 2017 Car Buyer Journey*

1

Focus on a consultative approach

2

Create a customized and personal presentation

3

Encourage engagement throughout the presentation

4

Use data insights to build your presentation and refine your Aftermarket program

5

Be consistent and diligent

1

FOCUS ON A CONSULTATIVE APPROACH

Be proactive, friendly, and transparent. According to a study conducted last year by MakeMyDeal, 84 percent of shoppers* felt like F&I products may have real value, but were wary of the sales process; 63 percent said “they would be more likely to purchase F&I products if they had the option to learn about them before finalizing their vehicle purchase.” That reflects a desire to learn and be prepared. Keep that in mind as you build the presentation. As you walk through the next steps with the customer, be sure to leverage the relationship already forged by the sales manager, and create a comfortable and consultative environment so that the customer survey results truly reflect their interests and preferences.





2

CREATE A CUSTOMIZED AND PERSONAL PRESENTATION EXPERIENCE

Make the experience as personal and custom as possible. For example, preload the menu tablet with the customer's model – right down to the color. Then hand over the tablet and let the customer complete a survey as they wait to speak with the F&I manager. That will help you build a presentation designed to meet their needs and interests.

3

ENCOURAGE ENGAGEMENT THROUGHOUT THE PRESENTATION

One of the clear benefits of using a tablet is that it provides high levels of engagement and fosters a sense of control. By handing over the device, or going through it together, you allow the customer to dictate their level of interest in the products – from deep interest to skipping over a product offering altogether. Let them browse your offerings at their own pace, because it gives them a sense of control and gives you valuable insights for possible upsell opportunities.



4



USE DATA INSIGHTS TO BUILD YOUR PRESENTATION AND REFINE YOUR AFTERMARKET PROGRAM

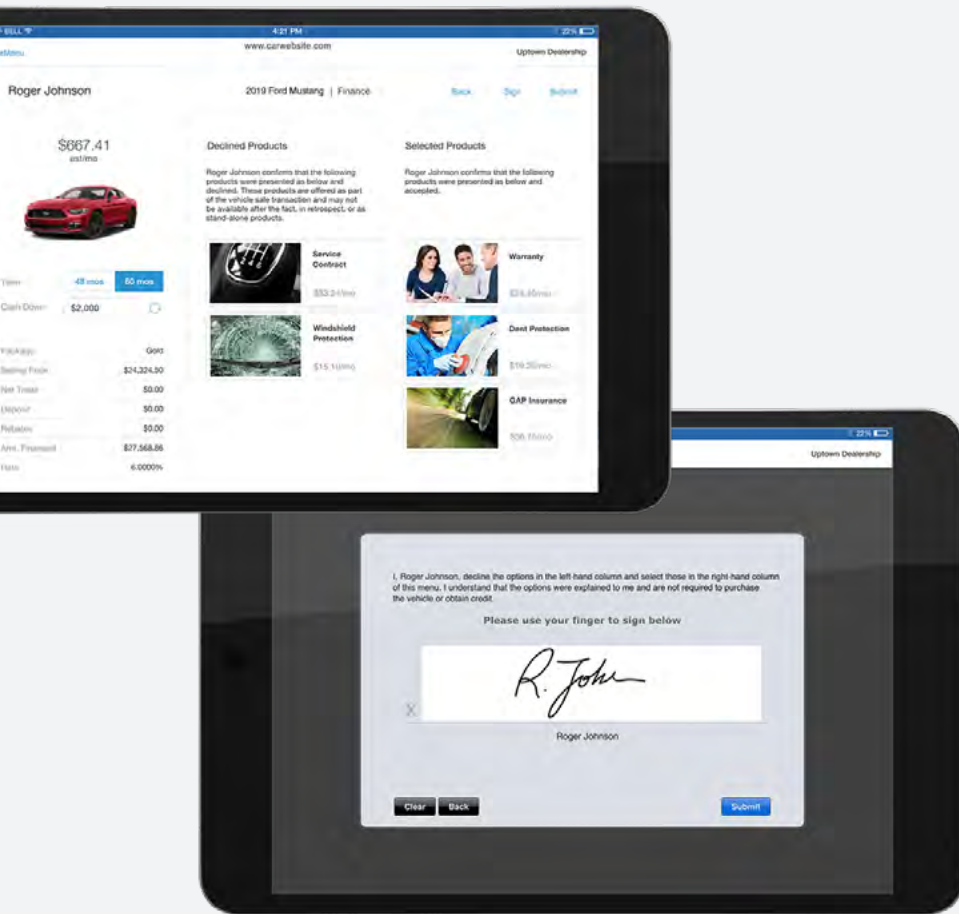
Creating a successful menu presentation begins and ends with data insights. It's that simple. Trouble is, it takes a consistent and disciplined approach to achieve the best results. Start by paying attention to what customers tell you they want, and what they're interested in exploring. Use a tablet-based survey to gather input on driving and lifestyle preferences, then apply those findings to your package build. But don't stop at the survey: Make sure you're applying data insights across your entire aftermarket program. Doing so will give you insight into optimal sales practices, product penetration, and training opportunities – all of which just may increase per vehicle revenue (PVR) and reduce time spent.

Overall, leveraging data insights can make for a more efficient and effective menu selling experience, while creating a positive encounter between F&I associate and customer.

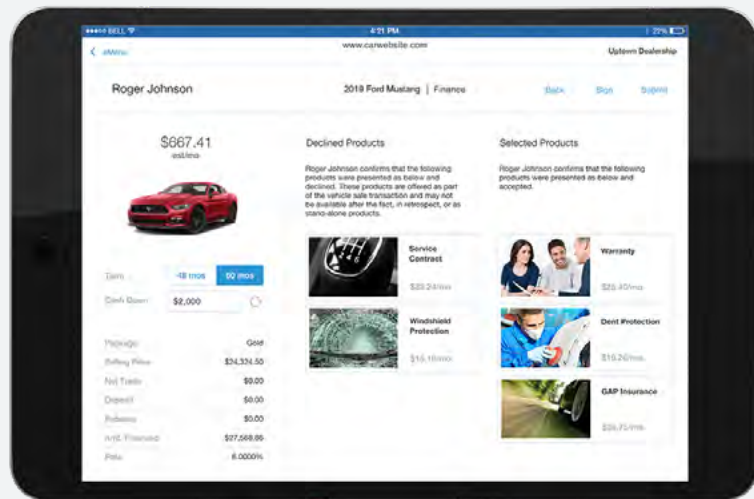
5

BE CONSISTENT AND DILIGENT

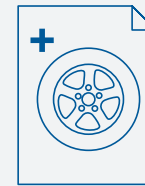
Reduce your risk of non-compliance with aftermarket requirements by presenting all of your products and creating a consistent presentation. Make sure you gather customer signatures that note their acceptance or rejection of each product, and store them in an electronic deal jacket. That will help verify compliance by providing an audit trail of all deal activity. And don't forget, every customer should sign a final menu that clearly shows which products were offered, which were accepted, and which were declined.



eMENU SOLUTIONS



For more information or to schedule a demo, call 888-518-5513 or visit dealertrack.com/eMenu.



Access aftermarket product rates.



Present aftermarket products consistently using Dealertrack's Menu Selling solutions.



Generate contracts electronically.



Electronically remit products to your Aftermarket Network Provider.

INNOVATION THROUGH INTEGRATION

Dealertrack is a leading provider of digital solutions to the automotive retail industry. Our integrated and intuitive approach to products and services makes your workflows more efficient, transparent, and profitable. From Digital Retailing tools that bridge the gap between the online and in-store experience to the largest lender network in North America, we help enable the transformation of auto retailing through a comprehensive solution set spanning DMS, Fixed Operations, Sales and F&I, and Registration and Titling.

Dealertrack, Inc.

3400 New Hyde Park Road
North Hills, New York 11040

888.518.5513
www.dealertrack.com