



JIM SKEANS CONSULTING GROUP LLC AUTOMOTIVE MANAGEMENT CONSULTING

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Computerize your F&I Menu Selling

Paper menu systems work well but computerized systems are best

I love F&I Menu Selling. Over the past few years, a number of my clients have switched from traditional Step Selling to Menu Selling and are enjoying substantial increases in back end profits and with less chargeback's. I am sure you already know that Menu Selling has many advantages. The customers are not so much "sold" products as they are given options to choose for themselves. They stay engaged with the F&I manager in the process, takes less time to accomplish and the process tends not wear customers out as much as step selling.

The thing is when presented property customers simply choose more products. The key is in the power of the 300% rule; 100% of the products to 100% of the customers 100% of the time. PVR back goes up and with the disclosures process and declinations on items not selected, you are guaranteed that your staff will treat all customers in a consistent, clear, professional manner and that all sales meet all government regulations all the time.

Paper menu systems work well but computerized systems are best. Computer generated menus can be based on the deal parameters entered by your F&I manager at the time of sale. These deal parameters are used to build a menu from templates to provide the best possible package for each dealership customer. These systems allow the F&I manager to fine-tune the parameters and provide a customized solution, improving the probability of a sale. This ability to easily modify the scenarios and options based on feedback from the customer is a huge advantage. Consider the same scenario with a paper system. When you take into account that in a few seconds the F&I manager can modify parameters, and present another menu there is simply no contest.

So, if you are already on the Menu Selling system or looking to move off Step Selling to Menu Selling please consider a look at these systems. There are a number vendors providing stand-a-lone, PC based menu-selling systems, and by all means give them a look. However, I like the seamless integration and one call support that come with using a DMS provided solution. Administrating problem resolutions between competing service providers can be problematic. Finger-pointing over service problems is a nightmare that I like to avoid. If your DMS provider is not listed here please contact

them as providers such as Dubuque Data Services and Arkona are working towards solutions that will be on a future release.

You can't go wrong with Menu Selling, profits, CSI will improve, and with the superior risk management aspects of Menu Selling, you will sleep better too!

For ADP Users

From the FI Web suite view in the deal worksheet click on the menu-selling field and then choose the package to include in the deal. Click on any individual products to change pricing and double click to see package details. Click the green checkmark above to the right of the package name to see specific payment information on that package. Click the PDF button to print a hardcopy of the presentation and F3 to include the package in the deal. Please note, all products selected in the selling menu module are included in and saved with the F&I deal. The FI menu-selling module is also available for Elite users and functions similar to these instructions. *Submitted by Jim Skeans of Jim Skeans Consulting Group LLC*

For Reynolds + Reynolds Users

F&I Menus is an extension of the ERA F&I On-Demand Services (ODS) product. Menus streamlines the F&I process by allowing the creation and presentation of consistent, professional menus of F&I products and services for the dealership's customer. In F&I Desking click on the Presenter icon on the toolbar. You can view and/or edit the details of any package item in the selected proposal you can view and/or edit the details of any package item in the selected proposal (the proposal with a checkmark). The fields available for editing depend upon the proposal setup. The Menu Disclosure is a separate page listing the F&I Menu products the customer selected and the products, or package items, not selected. Products not selected will have either a Decliner statement or the product description below the product name. A Disclosure statement and buyer signature lines are also on the page. As F&I Menus and ODS integrate, any selections made in F&I Menus is automatically added to the F&I deal and matches to the penny. *Submitted by Jim Skeans of Jim Skeans Consulting Group LLC*

For UCS Users

Dealerships that have licensed the F&I Menu Selling application can access the F&I Menu function from the Tools menu within their POWER Workstation Finance and Insurance (FIN) application. You can simply click the box next to the package you wish to include, or you can customize a package to meet your needs (or your customer's needs). You can also control which menu items and prices can be changed as well as which users are able to change prices or remove items from a menu package. *Submitted by Landis Martin of Universal Computer Systems*

Jim Skeans is the president of Jim Skeans Consulting Group LLC and has been in the automobile business for more than 35 years. Jim is a former senior consultant for an international automotive consulting group and has served in all of the traditional dealership management and staff positions as well as director position with a large national dealership group.