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FROM THE CORNER OFFICE

## What are dealers missing by not embracing menu selling in the F&I office? Better results

**IAN REILLY**  
REYNOLDS AND  
REYNOLDS CANADA

The business office has historically been a thorn in the side for consumers.

Regardless of how the retail experience in the dealership played out before entering the business office, the overall experience has always been largely defined by what takes place during that crucial final step in the sales process. And that's a step that is perceived as less than positive by too many consumers.

Yet, there is a number of proven tools that have successfully improved the customer experience in the business office and the process and profit for dealers.

One of the most effective tools is menu selling.

When you visit a restaurant, you're given a menu that presents all the options available to order. Each option is clearly described, organized with like items, a la carte or as a complete meal,

and the pricing is transparent.

My guess is restaurants see better sales results from using menus than if the wait staff simply "stepped" the customer through different menu items verbally or with a separate brochure for each item.

The same logic applies to dealerships.

Menu selling enables you to offer the car-buying customer a similar experience: all the products and services, offered to every customer, consistently and clearly.

In U.S. dealerships menu selling has been a mainstay for some time now.

In fact, it's evolved from paper-based menus to integrated electronic menus. And a number of studies point to a \$200-\$300-per-car additional gross profit.

Similar results are there for the taking in Canada, too.

Not only can menu selling provide a boost to your bottom line, it can also provide your customers a more thorough, transparent, and interactive ex-

perience.

Menu selling can effectively decrease the time consumers are in the business office, since the business office staff has a more consistent – and clear – approach to the products and services offered, as well as the "bundled" offerings.

With menu selling, consumers are typically more engaged, pay more attention, and are often better informed about the choices. And that can lead to consumers spending more money at your dealership.

The logic seems simple: if dealers aren't using menus to sell in the business office, they're missing an opportunity to improve the customer's experience – and their own profits.

In today's automotive retail landscape, achieving both results should be top-of-mind for every dealer.

And in today's automotive retail landscape, accomplishing both at the same time is a competitive advantage.

That's what menus can add.