

The Menu Process of Selling

Step #2

Planting the Seeds to Create the Needs

To continue with last month's Selling Tips, the second step to the Menu Process is to Plant the seeds. We have gone through the Introduction, re-set the time clock and gave the customer the agenda for the next 30 minutes. We now start the process. It's important to build value, but not possible to build value with every product in the menu. So we enter the menu process by presenting the value with our V.S.C. presentation, but we have to have a reason WHY the other products are presented on the menu, so, we plant the seeds for these products before actually beginning the V.S.C. value presentation. Here are some ideas on how to do that. (Note, every dealership may have different products they sell in F&I. These are some examples of some standard products)

Planting the Seeds to Create the Needs

In starting the process, one of the first things we need to review is the purchase order. We need to make sure all the information is correct. If this information is wrong, chances are everything else we print up will be wrong also. While we review the purchase order, at some time ASK:

"Mr./Mrs. Customer, If something unfortunate happened, and you were to die during the contract period, who would be your named beneficiary? Can I get the correct spelling? Write it down. "So if I understand correctly _____ will have to continue making the payments until such a time that the vehicle is paid for or they would be able to sell the vehicle?" " Let's hope nothing like that happens."

We planted the seed for credit Life.

Continue, Now lets review the Insurance information, in order to complete the agreement to provide Insurance form. While reviewing this information, ASK:

"I see you insured with _____ Insurance company." Have you ever had to file a claim?" If the answer is yes, How did you feel they handled the claim?" "We have found in many cases when the vehicle is a total loss, Insurance companies are not paying as much as people owe on their vehicle, have you ever heard of that happening?" Give an example of a situation, if you have one. "I hope that never happens to you."

We planted a seed for GAP.

Continue, now review the credit application to make sure all the information is there. While reviewing the information ASK:

"If something unfortunate happened to you, and you became sick or hurt and could not work for a period

of time, I am sure your company provided you with some short or long term disability coverage. Knowing most of these programs pay 50 – 70% of your income and you have 100% of your bills, have you ever considered how the car payment would continue to be made?” “ Probably your savings account?” Let’s hope you stay healthy. If you are like most people it’s a lot harder to save money, than to spend it.”

We planted a seed for A&H.

There are other products like Interior and exterior protection, and Maintenance programs. A great place to plant the seeds for those products are when you are explaining the V.S.C. product exclusions. Emphasize these exclusions, to create a need, because neither the factory, nor the V.S.C will cover these areas; they are the total responsibilities of the customer. Security system seeds can be planted during the review of the agreement to provide insurance in conjunction with GAP.

The important thing is that you have pre-planned seed questions for the products within your menu. These seeds are referred back to in presenting the menu options, as we will discuss in future Selling Tips.

If you have any questions, or would like to add suggestions that are successful in your areas, please e-mail, call, or fax me with that information, so we can share these with everyone. Bottom Line – Increase our dealers production = Increased agency growth = increased APCO growth.

Next month, The transfer and disclosure of Etch, Step #3.