



Menu Selling on the Drive

The automotive business has changed more in the past ten years than it did over the first 90 years.

The income from new vehicles is almost gone. The auction prices of used vehicles are at an all time high because every dealership is competing for the cars that can make some gross, especially the import brands.

The pressure to maximize every turn in Finance and Insurance has changed the way that business is transacted. The menu has revolutionized the way F&I gross is made and has at the same time increased CSI. The menu is the surest way to guarantee that all of your customers are being offered all of your products, regardless of race, color, religion or credit score. Michael Finnan typically increases dealerships PVR by \$100 to \$300 per delivery just by implementing his Training and Consulting Menu Presentation, combined with consistent follow up.

The service drive needs to maximize their results as well and the single line repair orders need to be a thing of the past. (your shop should not have over 25% single line repair orders). If your advisors are advising and not selling, we guarantee you are not maximizing your income.

Recent surveys of advisors indicate that the advisors themselves estimate they spend 80% of their time advising and only 20% of their time selling. With our training program we can successfully reverse the percentages and get the advisor back to selling 80% of the time resulting in a 3/10 to 5/10s increase in average labor hours per repair order.

Compared to front end sales, the average service department sees 10 times the customers in a single month. Why then is the average sales person trained 10 times more often than the average service advisor?

***The only way to get positive results
in your dealership is to make positive changes!***

The time has come to give the Service Department the training they deserve. Michael Finnan is one of the preeminent menu selling trainers in America today.

You need someone on your side, someone who can make a difference to your bottom line... **you need DealerLOGIX and Michael Finnan Training & Consulting.**

About Michael Finnan

Michael Finnan is President of Michael Finnan Training & Consulting, a division of Dealer Service Group Inc, based in Louisville Kentucky.

Mike was the National Sales Trainer for Universal Underwriters Group (UUG). He created and oversaw the company's F&I Training program and founded the UUG F&I Academy and Boot Camp. Mr. Finnan designed and delivered training for the Universal Underwriters national sales force as well as dealership employees and was a Universal Underwriters Group President's Club winner.

Prior to Universal Underwriters, Mike was a consultant for 5 years, and in the Automotive business for 20 years.

Mike has delivered F&I practices and Compliance training for NADA Dealer Candidate Academy and created the training materials for the F&I Menu Selling and Compliance courses. Mr. Finnan has also been a Northwood University guest instructor and NCM Twenty Group Speaker and is a member of the [National Speaker's Association](#) (NSA).

He was selected as one of F&I Management & Technology Magazine's "Who's Who in F&I" in 2004, was a speaker at the F&I Management & Technology 2004 Conference and Expo, and his article "Picking A Partner" was published in the April 2005 issue of F&I Management & Technology magazine.

Mike is AFIP certified and was a participant/speaker on the Association of F&I Professionals (AFIP) Compliance Thursday Video Instruction Tapes. Dealer Service Group Inc is an industry level member of the Association of F&I Professionals and is a founding member of the Association of Independent General Agents (AIGA).

Powerful Techniques = Powerful Results

Visit www.MichaelFinnan.com or contact Mike at 502-220-3733 or via email at Mike@DealerServiceGroup.net.

The MFT&C Service Drive Menu Selling System Seminar

Every month the average Salesperson will see approximately 35 to 40 ups resulting in 10 vehicle sales.

Every day the average Service Advisor will greet and handle approximately 15 to 20 service customers and every one of them is a paying customer.

Every month the average Service Advisor will handle 10 to 20 times the number of customers a Salesperson will, yet they receive almost no sales training.

This seminar will not teach an advisor how to close out a repair order or how their computer works, the factory and your computer software vendor can do that.

The MFT&C Service Drive Menu Selling System Seminar is based on the same proven principals used in the F&I Department, a menu selling system. The menu presentation F&I utilizes has made offering 100% of the products to 100% of the customers 100% of the time both fast and effective. The average income increase in F&I Department has been dramatic, \$200 to \$400 per vehicle. The time has come to bring the same system to the Service Department!

This seminar will allow a Service Advisor to effectively utilize the DealerLOGIX Service OPS menu.

Attendees will learn menu selling skills resulting in an increase of 3/10 to 5/10 per Repair Order.

The Service Drive Menu Selling System is the single biggest positive change you can make to an advisors income, as well as the dealerships bottom line!