

MENU WORD TRACK

Introduction of MENU

“Hello, my name is _____. I’m the business manager. Before I type up the rest of your paperwork I need to go through this disclosure form with you. I am required to review your repayment, risk management and vehicle protection options. It will take me just a few minutes to complete and I will be glad to answer any questions you may have at the end.”

Response to an objection while reviewing their options

“No problem. These are all options. You can take all of them, some of them or none of them. At _____ Dealership we feel a responsibility to review all the options available with your purchase and to answer any questions you might have. Would that be ok with you?” This response can be used at any time during the presentation of the MENU.

Part A:

The first thing we need to do is confirm the numbers from the sales department. Obviously, it is important that we are accurate with the numbers.

1. Sales Price \$ _____
2. Cash Down \$ _____
3. Trade Allowance \$ _____
4. Trade Payoff \$ _____
5. Balance \$ _____
6. Base Payment \$ _____

KEY QUESTIONS #1 –

“Are these figures accurate and correct?”

When they say yes proceed with this statement. “And that will purchase the car today. But, through our mandatory disclosure you have consumer repayment options. My job is to take you through them, explain what they are and answer any questions you may have.”

Part B:

“Each option is set up at _____ months and an APR of _____% as you see across the top.

Under the Preferred Option you would have a

1. *Service Agreement providing parts and labor coverage up to ___ years or ___mileage whichever comes first.*
2. *The benefits of Window Etch. In the event your vehicle was stolen and deemed a total loss after 30 days you would receive a cash benefit of \$5000.*
3. *In the event your vehicle was totaled and your financial payoff was greater than the actual cash value, the benefits of Guaranteed Asset Protection would ensure your vehicle was paid off in full.*
4. *For a period of ___ years and ___ miles your general maintenance requirements set by your manufacturer to include oil change and tire rotations will be completed*
5. *The Xzilon paint sealant will allow you to maintain the high gloss and luster of your vehicle today for the next 5 years (3 on used) and allow you to not have to wax your vehicle during that time.*
6. *With credit life if you were to meet with your untimely death your vehicle would be paid off giving your family an asset instead of a liability.*
7. *And finally if you become ill or injured and are under doctor's care for as little as 14 days your monthly vehicle payment would be taken care of by accident and health insurance.*

"The Preferred Option would set your monthly payment as listed here."

Under the Standard Option you would have the benefits of

1. *Service Agreement for ___ years or ___mileage whichever comes first*
2. *The anti-theft protection of Window Etch*
3. *Guaranteed Asset Protection*
4. *Convenience of Prepaid Maintenance*
5. *The peace of mind provided by Credit Life insurance*

Leaving off the benefits of Accident and Health insurance and your vehicle appearance protection of Xzilon.

The Standard Option would set your monthly payment as stated here.

The Value Option would include the benefits of

1. *Service Agreement for ___ years or ___mileage whichever comes first. This coverage is accepted in every state throughout the United States not just something in this area.*
2. *Your anti-theft benefits with Window Etch*
3. *Guaranteed Asset Protection*
4. *Your vehicle appearance protection of Xzilon*

Leaving off the peace of mind of Credit Life Insurance, the convenience of Prepaid Maintenance, and the benefits of accident and health insurance.

The Value Option would set your monthly payment as stated here.

The Economy Option would include benefits to you of

- 1. Service Agreement for ___ years or ___ mileage whichever comes first.*
- 2. Your anti-theft protection with Window Etch*

Leaving off the benefits of GAP, the Xzilon Interior and Exterior Protection, the convenience of Prepaid Maintenance, the peace of mind of Credit Life Insurance, the benefits of Accident and Health Insurance.

The Economy option would set your monthly payment as stated..

KEY QUESTIONS #2 –

“Which option best suits your needs for your vehicle purchase?”

Do not say another word until you receive a response from the customer. Up until this point the MENU is, as stated, a Mandatory Disclosure and not a sales tool. To effectively disclose all the customer options and to stay legally compliant that every customer is offered every product for which they qualify it is vital that the MENU be presented in the same manner for each and every delivery.

For whatever response you receive it is important to

1. Remain nonconfrontational
2. Ensure the customer that they “have the option of choosing all that is offered, some that is offered or none of which is offered.”

Answer any questions and step into objection handling techniques at this point.

Part C:

Regardless of which option chosen by the customer the disclosure on the bottom of Part C is protecting the dealer and holding the dealer harmless for any and all refusal of optional benefits and protections. You are encouraged to use this as a waiver, or in addition to the waiver you are currently using.

KEY QUESTION #3

“Would you please sign your acceptance of the repayment option you have selected”

“This will verify the benefits and protection options available have been explained to me and I choose the option initialed above. I hold the dealer harmless from my refusal of any optional benefit or protection.”

MENU must be signed by Buyer (and co-Buyer, if applicable) and the Business Manager. Must also be dated by customer..