

Tips for making a winning service menu

Steve Kwiatkowski shares tips in making your service menu top-notch.

Industry expert's 5 tips for improving menu presentations

You are out to dinner on a Saturday night with your spouse at a nice restaurant. And by nice, I am not talking about the new chain restaurant down the street, I am referring to a fancy spot that everyone you know has been raving about. You inform the waiter that you are allergic to seafood and ask him what he recommends. To your dismay, he recommends the Surf & Turf. You say, "I am allergic to seafood." To which he replies, "Well, you get a steak with it." Annoyed you order a house special filet mignon. The waiter replies that they do not have filet mignon. You point to the menu and say, "It says filet mignon right here." Sorry the menu is out of date, replies the waiter. What would be your impression of the restaurant?

While customers have varying degrees of knowledge about their vehicle, how would you feel if you knew your service advisors were working with an out of date menu and recommending unnecessary services that were not needed?

Worse than that, what about the customer that did their homework and knew that a coolant flush was not factory recommended until 100K and the advisor was trying to sell it at 65K.

We must never lose sight of the fact that the service advisors are our number one link to the public. They are selling our services and we must do everything in our power to ensure they are equipped with everything they need to do the best job they can possibly do. This being said, I would like to talk about the importance of the sales menu.

I have been to a surprising amount of shops as a customer, only to see advisors working from pre-printed menus that half the time were not even up-to-date and accurate. How can you be sure if the menu and menu presentation given by your advisors is as good as it should be?

To lend a hand in finding out, recently *DealersEdge* spoke with Steve

Kwiatkowski, president of **Liqqid Express**. First and foremost, Mr. Kwiatkowski says, the advisor must establish credibility with the customer. The advisor needs accurate tools to do so, and his most important tool is the menu.

According to Mr. Kwiatkowski, before the presentation there are a few things that should be present in every menu. Menus should be customized so each customer views a menu with some personal information listed that is specific to their make and model of vehicle. Every make and model should have a customized menu set up for it, and if possible print one out for the customer so they can see where they are at in the life of their vehicle and what services are coming up. This eases some of the customers from feeling that they got "sized up" when they walked in. The menu should also be set up so the customer can easily recognize the distinction between factory recommendations, dealer recommendation and additional services available. Make sure that every service advisor is educated as to which is which, and present services accordingly. Nothing kills credibility quicker than the coolant example mentioned earlier.

Before the menu is presented to the customer, advisors should always lead

into the menu presentation by discussing why the customer came in. An example of properly presented services might go as follows: Mr. Customer has come into the shop for an oil change and a tire rotation. The advisor might say, "The tech is pulling your car into the shop now and he will get right to your oil change and

tire rotation as you requested. I also noticed that your tires have uneven wear on them. We can see here that while a new set will probably not be needed for another 10,000 miles, this problem might point to your car being out of alignment, or your tires being out of balance. I'd like to have the tech check that out for you while you are here."

This example highlights the reason the customer

came in, draws a correlation to other services that the shop offers, and presents it in a credible manner. Credibility, Mr. Kwiatkowski says, is the most important thing for advisors to have as they sell service to customers.

Mr. Kwiatkowski is the president of **Liqqid Express**, a company that provides virtual solutions for every department in the dealership. Feel free to call Mr. Kwiatkowski at 843-388-8077. He can also be reached via e-mail at stevekw@liqqid.com. Also, check them out on the web at www.liqqid.com. □

Mr. Kwiatkowski's Five Keys For Menu Presentation

1. Make sure menu complies with manufacturer minimums.
2. Make safety and health recommendations tie into previous recommendations
3. Present every menu to every customer every time.
4. Give customers a printout to see where they were, are, and will be in terms of scheduled maintenance.
5. Make sure every advisor has access to every menu at their workstation.