

DealerMenus

Present
Discover
Follow Up
Improve



Make the most of your service appointments
by having a quality menu presentation!

Benefits:

- ◆ Improve menu sales and penetration percent
- ◆ Recapture customer declined services
- ◆ Improve \$/RO, Hours/RO, and Profits
- ◆ Improve first and next appointments
- ◆ Improve CSI
- ◆ Receive ongoing professional support
- ◆ Advisor usage/presentation reports will improve usage

We didn't invent menu presentations,
we just perfected the process!

DealerMenus

DealerMenus is a web based program that allows you to create, price, and present professional menus to your customers.

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- ◆ Recapture declined services
- ◆ Improve \$/RO, Hours/RO, and Profits
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- ◆ Improve CSI
- ◆ Ongoing professional support
- ◆ Advisor usage/presentation reports will improve usage

Presentation Features:

- ◆ Lookup menus by vehicle or customer information
- ◆ Built-in VIN Decoder and mileage estimation minimizes data entry
- ◆ Multiple menu views
- ◆ Movie or web site links to facilitate customer presentations
- ◆ View vehicle's previous history
- ◆ Notes & dispositions allow follow up contacts
- ◆ Optional Op Code display

Menu Build Features:

- ◆ Four menu categories enable tiered pricing structures
- ◆ Create various menu sets based on driving conditions or various service intervals
- ◆ Customized dealer graphics
- ◆ Easy to update prices or services
- ◆ Built-in VIN Decoder provides all possible vehicle combinations
- ◆ Factory service templates

Dynatron Product Integrations:

- ◆ **DealerClub\$** shows point balances to help sell in necessary services
- ◆ **CarMail** integration enables contacting customers for declined services or next appointments as well as menu integration to mailers
- ◆ **EBIS** integration provides history for prior services for one or multiple dealerships. Track menu sales and penetration % by Advisor