



STAR menu+

StarMenu+ is the first major evolution in F&I menu selling. Web based and fully integrated, it is a systematic, customer oriented, interactive merchandising process engineered to increase the sale of F&I products using the latest cutting-edge technologies.

As the industry is beginning to realize, the conventional F&I menu is a pre-determined, paper thin, non-interactive, verbally based presentation. Traditional menu selling has inherent limitations. The method's very nature is the reason customers feel that they are the target of a sales pitch; ultimately resulting in their making poor, uneducated decisions which are cost driven as opposed to better informed decisions which are value driven and ultimately which best address their own particular needs.

StarMenu+ diffuses the customer's expectation of a high-pressure sale. The client is greeted with an unexpected and low-key interview process followed by an informative product presentation that is optimized to best meet his/her individual needs. The closing phase provides the finance manager with compelling objection handling tools that are used to convince your customers of the value of your offerings. The tools in our "toolbox" are all visually based, multi-layered, and value oriented. Prejudgment is eliminated while emphasizing compliance, engagement, and need-based consultative selling, dramatically increasing product penetrations.

StarMenu+ reporting package gives our clients the information they have always been missing. Our management reports provide real-time data on the actual level of effort and resulting quality of the business manager's presentations. **For the very first time you will know if the business manager is offering all the available products; and in what order, for how long, and in what context.** StarMenu+ takes away all the excuses for poor performance. It is so engaging for the customer, and so easy for the business manager to use that you can't help but have a dramatic improvement. The software mandates compliance, and actually measures it so the dealer knows on a deal by deal basis if he is facing any potential future compliance liability.

StarMenu+ promotes ethical behavior and provides **Consistency, Compliance** and **Credibility** with every presentation. Whether the finance department is at the peak of its success or corrective action is needed, StarMenu+ will take it to the next level.

Why StarMenu+

- ★ **StarMenu+ The Complete Solution.**
- ★ **StarMenu+ will increase your profitability and CSI scores, regardless of how well your finance managers are currently performing.**
- ★ **The systematic approach of StarMenu+ gives your finance managers the structure they need to make every day their best day.**
- ★ **StarMenu+ prevents prejudging on the part of your finance managers and customers.**
- ★ **Customers are entitled to participate in a process, not become the target of a “sales pitch”.**
- ★ **Dealers, finance managers and customers... everyone wins when you implement StarMenu+.**