

From: Peter Dunn
Sent: 10 July 2015
To: Ann Cawkwell
Subject: FA - Menu Selling

Thank you so much for your time the other day, and for so generously sharing your knowledge of Menu Selling.

Immediately on my return to the dealership, I sat down with a client for a Finance Close. After going through the four options, I passed him the pen and together we closed the deal including LPI & Gapcover at levels of his selection. The following week was busy with six finance contracts written including 2 LPI, 2 Gap Cover and a Warranty. While those results show increases on past performances, I am confident they will improve with practice. As the old saying goes; "A minute to learn, a lifetime to master."

The biggest realization to me was that Menu Selling presented properly is a way the client selects the protections, rather than the Business Manager deselecting!

Kind Regards,

Peter Dunn
Business Manager

