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Advanced menu selling the Oasis Auto way



BY LAWRENCE PAPOFF

Oasis Auto Complete Systems says many F&I managers use a selling process that would be significantly improved by using advanced software.

"In some cases a dealership's basic software or manual process hinders F&I managers productivity and profitability," the company says. But it could be a profit-making tool.

"We developed Oasis eFM with direct input from leading F&I managers, trainers and suppliers. Their feedback was that an ideal menu would be simple and flexible to allow F&I Managers to quickly adapt a package to suit their client's needs and include a variety of selling tools that were not available at the time."

Along with ease of presentation and the ability to customize each menu from the main presentation screen without going back and forth into a setup or pre-menu screen, Oasis says it added the ability to compare the customer's original payment to a second payment scenario with an alternate term and payment frequency.

"This feature eases the payment increase while being a fantastic cash conversion tool. Dealerships quickly create a customer menu using other quick input tools including driver's license scan and VIN decoder."

Some other features include one-click menu printing, emailing or saving, built-

in multimedia product presentations and deal log sheets for reporting.

The software developer says Oasis eFM's advantages include quicker and more effective turnovers, simplicity and complete disclosure, which allows the F&I manager to present all products to all customers every time.

The company says it's been creating and supporting dealership software for over 20 years.

"Oasis added the ability to compare the customer's original payment to a second payment scenario with an alternate term and payment frequency."

"The customized waiver acknowledgement protects your dealership from legal actions which arise when products are not offered to customers."

Oasis reasons that menu selling prevents customers from being overwhelmed while still being presented a wide range of aftermarket products and options.

"Oasis eFM is fully installed at your dealership with a customized setup, packages, layouts, word tracks, logos and colours, using your current F&I suppliers' products. Oasis clients receive full software support and perpetual program updates and enhancements."

Formed in 1990, Oasis Auto Complete Systems is a privately held Canadian company that develops, installs, and supports software and hardware specifically designed for auto dealerships.

For more information, contact Richard Duench, business development manager, 877.522.2886(202), sales@oasis-ac.com or visit www.oasis-ac.com.