



Name: TRENT STRICKER Class #: _____

Dealership: CHEVROLET Location(s): _____

How many people participated in this meeting? 6

What is your vision?

Customer for life <input type="checkbox"/>	Gross profit domination <input type="checkbox"/>	Both <input type="checkbox"/>	Other <input type="checkbox"/>
Explain:			

Identify a minimum of three strengths, weaknesses, opportunities, and threats.

<p>Strengths</p> <p>KNOWLEDGE - TALENT</p> <p>PRODUCTS.</p> <p>FINANCE PENETRATION</p>	<p>Weaknesses</p> <p>TIME TO COMPLETE DEAL</p> <p>E-CONTRACT</p> <p>DETAIL/KICKED CONTRACTS.</p> <p>CONTRACTS IN TRANSIT</p>
<p>Opportunities</p> <p>ENTRANCE CUSTOMER EXPERIENCE</p> <p>CUSTOMER LOG - PRODUCT LOG</p> <p>EARLY INTERVENTION</p>	<p>Threats</p> <p>CANCELLATIONS</p> <p>CREDIT UNIONS / OSF</p> <p>FRAUD.</p>

How will you improve or solidify your strengths?

KNOWLEDGE & TALENT: TRAINING & CONTINUING EDUCATION OPPORTUNITIES INSIDE & OUTSIDE THE DEALERSHIP. (VIDEO TRAINING ETC.)

PRODUCT KNOWLEDGE: IMPROVING FEATURE/BENEFIT PRESENTATION. OF PRODUCTS WE SELL.

FINANCE PENETRATION: CALL/WEBSITES OF COMPETING CREDIT UNIONS & BANKS FOR AWARENESS OF PROGRAMS. EARLY INTERVENTION OF BUSINESS MANAGER UTILIZE STANDARD RATES AS WELL AS SUBVENT & LEASING TO CAPTURE FINANCING OPPORTUNITY.

How will you address and improve any weaknesses?

TIME TO COMPLETE FINANCE PROCESS: UTILIZE SALES LOG ON EVERY DEAL NOTING TIME DOCUMENTS ARE RECEIVED BY BUSINESS MANAGER WITH DEAL COMPLETELY LOADED BY SALES DESK. TIME CUSTOMER IS RECEIVED BY FINANCE AND TIME CUSTOMER LEAVES FINANCE. GOAL: 10/45 = MAX 55 MINUTES.

E-CONTRACT: MONITOR WEEKLY - GOAL 85%.

KICKED CONTRACTS: MONITOR WEEKLY - GOAL 10% OR LESS.

CIT: IMPROVED UTILIZATION OF E-CONTRACTING DAILY REVIEW OF DON RECAPS FOR FUNDING PROGRAMS GOAL 10 DAYS EXCEPTION: OSF DEALS

How will you maximize or improve your opportunities?

ENHANCED CUSTOMER EXPERIENCE - CLEAN, UNCLUTTERED INVITING OFFICES WITH CLEAN, WELL GROOMED & PROFESSIONALLY DRESSED BUSINESS MANAGERS.

PRODUCT LOG - CUSTOMERS CHOOSING NOT TO PURCHASE ADDITIONAL PRODUCT DURING THE SALES PROCESS RECEIVE FOLLOW-UP FOR WARRANTY (SERVICE CONTRACT) SALES.

F&I EARLY INTERVENTION -

BUSINESS MANAGER EARLY INTERVENTION DURING SALES PROCESS.

How will you address and overcome any threats?

CANCELLATIONS: FOCUS ON INCLUDING FRONT END F&I PRODUCTS THAT CAN'T BE OPEN TO CHARGEBACKS INCREASING LEASING AS A PERCENTAGE OF SALES NO CHARGEBACKS ON LEASES.

CREDIT UNIONS / OSF: LIMITS OPPORTUNITY FOR RESOLVE & PRODUCT SALES. EARLY INTERVENTION BUSINESS MANAGER

FRAUD: ALL DEALS SECURED IN CABINETS IMMEDIATELY AFTER SIGNING. DOORS LOCKED WHEN ABSENT.



What is your expected time frame to achieve desired results? Months? By what date?

LOOK FOR CONTINUED IMPROVEMENT BEGINNING DAY 1.
MONTHLY PROGRESS REPORTS.
DAILY MONITORING.

What performance metric will you track to determine successful change? PVR? Products per? CSI?

STRENGTHS - PRODUCTS PER DEAL / FINANCE PENETRATION %

WEAKNESSES - FINANCE LOG

OPPORTUNITIES - CSI AND WARRANTY SALES

THREATS - CANCELLATIONS MONTHLY, FINANCE PENETRATION % &
OFFICE CHECKS

Who participated in this SWOT?

Name	JAMES BEGIEM	Title	GSIM
Name	JOE HERNANDEZ	Title	NEW CAR MANAGER
Name	GREGI PADILLA	Title	BUSINESS MANAGER
Name	ENRIQUE ZAPATA	Title	BUSINESS MANAGER
Name	ANDY BEDOLLA	Title	BUSINESS MANAGER
Signed		Date	
Signed by dealer Management		Date	