



Sean McKinnon

A06

Name: \_\_\_\_\_

Class #: \_\_\_\_\_

LHM Toyota Peoria

Peoria, AZ

Dealership: \_\_\_\_\_

Location(s): \_\_\_\_\_

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How many people participated in this meeting? \_\_\_\_\_

What is your vision?

Customer for life <input type="checkbox"/>	Gross profit domination <input type="checkbox"/>	Both <input checked="" type="checkbox"/>	Other <input type="checkbox"/>
<p>Explain: We have recently dropped substantially in our F&amp;I department PVR. There is a happy middle ground of protecting a guests investment (profit), and taking care of them ethically to create a customer for life.</p>			

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

<p><b>Strengths</b></p> <ol style="list-style-type: none"> <li>1. Tenure of finance personnel within the store.</li> <li>2. Lending relationships.</li> <li>3. Amazing customer service and experience.</li> <li>4. Willingness to help others.</li> </ol>	<p><b>Weaknesses</b></p> <ol style="list-style-type: none"> <li>1. Cohesiveness with the desk.</li> <li>2. Complacency.</li> <li>3. Time management</li> <li>4. CIT management.</li> </ol>
<p><b>Opportunities</b></p> <ol style="list-style-type: none"> <li>1. PVR</li> <li>2. Follow up with customer after purchase</li> <li>3. 100% of the products to 100% of customers, 100% of the time.</li> <li>4. Getting involved early.</li> </ol>	<p><b>Threats</b></p> <ol style="list-style-type: none"> <li>1. Scared of change (unwilling)</li> <li>2. Time</li> <li>3. Feeling micro managed.</li> </ol>

How will you improve or solidify your strengths?

Constant interaction with the finance managers. Having this connection consistently will ensure that they know we are all this tomorrow.

Weekly checkups to discuss where we are and where we are heading. Make sure that it stays an open forum to be able to grow from, and with each other. Peer review is a huge part of what we have to do. What works for one may work for another.

How will you address and improve any weaknesses?

Same. We have to keep all of these discussions top of mind. If we keep it in front of us, it becomes harder and harder to let weakness in.

How will you maximize or improve your opportunities?

This goes back to the beginning. If we offer every product to every customer, everytime, without fail, the only thing that can happen is more profit.

Of course these products have to be offered at a competitive price so you don't price yourself out of the market. If you are priced too high, it will also not create the customer for life that you are working towards.

How will you address and overcome any threats?

Human capital is the best thing we have. If we make all of our staff understand that, they will fight to the end with you. Everyone has to understand that small failures are ok. We learn, we move on. Constant communication.

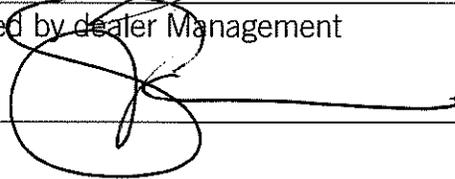
What is your expected time frame to achieve desired results? Months? By what date?

We need to achieve our goals by March 31st, 2024.

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

Weekly metrics for PPD and PVR. We will focus very heavily on VSC. Keeping our focus heavily on VSC will drive traffic back to our service department, but also pays larger dividends with the most bang for the customers money.

Who participated in this SWOT?

Name Sean McKinnon	Title General Manager
Name David Fimbres	Title Finance Director
Name Gary Creek	Title Finance Manager
Name Bailey Estrella	Title Finance Manager
Name Tony Deluca +++	Title Finance Manager
Signed 	Date 1-15-24
Signed by dealer Management 	Date 1/15/2024