

MB of Orange County F&I SWOT Analysis

Strengths

- * Dedicated and engaged F&I Manager
- * Owners are interested and committed to growing F&I

- * Minimal Contract in Transit issues
- * Good Assurance products
- * MBOC created and distributed new "Road to Sale" that sets up F&I properly
- * Tied GSM pay plan to F&I performance

- * Use Darwin F&I Platform
- * Have Stone Eagle F&I tracking software (shows composites)
- * F&I Manager does a good job on all compliance related areas

Weaknesses

- * MB of OC does some Fleet Business (Difficult to sell products on)
- * Sales people compensation currently is only 6.5% on F&I
- * Not allowed to sell GAP insurance, Lease End Protection, or use Multiple Security Deposits in NY State. Also there are caps on bundled products.
- * Currently not using Desking Software

- * Leasing PNUR is lower than Retail PNUR
- * Salespeople aren't necessarily following the new Road To Sale

- * F&I Delivery schedule needs to revolve more around the Customer's schedule
- * Need to speed up the time customers spend in the F&I office
- * Don't share Products Per Deal Salesperson ranking report

Opportunities

- * Relaunch 'Road to the Sale' !
- * Adding 2nd F&I Manager (Better coverage, etc.)
- * Plans to change Sales Person Pay Plan to get same commission on F&I products as New or PO Gross
- * F&I Managers, GSM and GM to get training on Stone Eagle
- * Do more how to convert Cash Deals to financing training with F&I Managers
- * Plans to add Desking Software
- * Do more Assurance and the Benefits of Leasing Training for Sales People and F&I Managers
- * Sell more Benzol-Busch Certified Cars and F&I products on these vehicles
- * Need to share and post Salesperson ranking showing Product per deal

- * Continue to include PPM in every Lease and Finance

Threats

- * Need to make time for training

- * Staying current with ever changing compliance laws
- * Are we staying competitive with technology?