

Strengths

- **Experiences Sales Team:**
 - Our sales staff is knowledgeable, & they have a desire to be customer service oriented which leads to them being skilled at building relationships with customers, leading to trust and repeat business opportunities.
- **Strong Customer Service:**
 - Our team is dedicated to providing exceptional customer service, which has led to high levels of customer satisfaction and repeat business.
 - We have a reputation for being quick to respond, vigilant, and genuinely interested in meeting our clients' needs.
- **Strong Community Presence:**
 - As a family-owned dealership with deep roots in the community, we enjoy a strong local reputation and a faithful customer base.
 - Our involvement in local events and sponsorships reinforces our commitment to the community, enhancing our brand image.
- **Flexible Financing Options**
 - We offer a variety of financing options that cater to different customer needs and credit profiles, making it easier for clients to find a solution that works for them.
 - Our participation in the CUDDLE program equips us with access to multiple financial institutions which provide us with the ability to offer competitive rates and terms.

Weaknesses

- **Inconsistent Process Adherence**
 - While our sales process is somewhat effective in general, there are examples of where it is not followed consistently across our teams. This can lead to variations in customer experience and potentially reduce the overall effectiveness of the process.
- **Limited Training on New Sales Techniques**
 - While our team is experienced, there is a need for ongoing training in emerging sales techniques. Such as in digital engagement, social selling, and phone training

- Without continuous professional development, the team may struggle to stay ahead of industry trends and customer expectations.
- *Inefficient Transition to the F&I Process*
 - The transition from the sales floor to the Finance & Insurance (F&I) department can sometimes be slow or disjointed, leading to longer wait times for customers and potential frustration.
 - The lack of a streamlined, transparent process for moving customers into the F&I box may result in a loss of momentum during the sales process, which could negatively impact customer satisfaction and close rates.
- *Unwillingness to Provide Any Sort of Payment Estimate without Pulling a Hard Credit*
 - Some sales managers may be reluctant to provide overall payment estimates to customers without first pulling a hard credit check. This can create a barrier in the sales process, especially for customers who are just exploring their options and may not be ready for a full credit inquiry.
 - This approach may lead to customer dissatisfaction or hesitation, as some customers are concerned about the potential impact on their credit score.
- *Lack of Quick Deal Recap Meetings*
 - Salespeople or managers often miss the opportunity for a brief, two-minute meeting to review how a deal has gone or to share insights about the client, leading to missed opportunities or even missed sale opportunities when the client gets into the F&I box.

Opportunities

- *Standardizing the Sales Process*
 - By developing and implementing a more standardized sales process, we can address the inconsistency noted in our current approach. This could include creating detailed checklists, standard operating procedures, and regular process audits to ensure that every team member follows the same steps, creating a more consistent customer experience.
- *Begin Training on Modern Sales Techniques*
 - Offer more on hand training more frequently which will help our team stay up to date of industry trends

- Streamlining the F&I Process
 - Introducing a more efficient process for transitioning customers into the F&I department can reduce wait times and improve customer satisfaction.
- Creating a Quick Deal Recap Meeting
 - This streamlines directly into the opportunity above. By adding this brief, two-minute meeting to review how a deal has gone, or share insights about the customer experience thus far, I believe it would help the F&I manager to have a leg up on how to sell the customer & make it a great experience for them.

Threats

- Inconsistent Process Adoption
 - The sales process is not always followed consistently across the team, leading to inconsistencies in the customers experiences and potentially reduced effectiveness for the staff.

- Resistance to Modern Sales Techniques which can lead to: Loss of Competitive Advantage Due to Outdated Practices
 - If we are not adaptable to change and refuse to grow, that could lead to losing business to our competitors who are adopting new practices, and may capture a larger share of the market.
- Lack of Coordination Between Sales & F&I Dept.
 - Unsuccessful collaboration between the sales and F&I departments could lead to communication breakdowns and delays, which could impact the overall customer experience. The competitors with more integrated processes may offer a smoother transition and better customer satisfaction.
- Low Morale Between Sales Managers & Sales Associates
 - Sales associates may experience frustration if sales managers impose a one-size-fits-all approach to working deals, closing deals, & disregarding individual learning styles and methods. This lack of versatility can hinder

associates' ability to close deals effectively, effect morale, and even a sales associates confidence.