

CHRIS ROBERTS	Class # 438
PARK MAZDA	Date 09/01/2024

Current Situation or Challenge to be Addressed: MORE LEASE	
Current Performance Level (include specific measure): 9% LEASE PEN	
Goal (what do you want to achieve?) 25% LEASE PEN	
Goal Performance Level (include specific measure) EVERY QUARTER GROW 4%	
Goal Start Date: SEPT 2024	Goal End Date: SEPT 2025
First Check-in Date: DEC 2024	Performance Objective: 12% LEASE PEN
Second Check-in Date: MAR 2025	Performance Objective: 16% LEASE PEN
Third Check-in Date: JUNE 2025	Performance Objective: 20% LEASE PEN
Fourth Check-in Date: SEPT 2025	Performance Objective: 25% LEASE PEN
How does your goal align with the dealers' vision? ADDING MORE LEASE WILL HELP WITH SERVICE CONVERSION AND SALE CYCLE	
What are the potential benefits of achieving your goal? FASTER SALE TURN AROUND AND SERVICE CONVERSION	
What are the potential consequences if you don't achieve your goal? RE-VISIT LEASE TRAINING	
Why is the goal important to you? THE BENEFITS TO LEASE IS TOO LARGE TO IGNORE	
Potential Obstacles SALES REP BUY-IN / FINANCE BUY-IN	
Potential Solutions EDUCATION ON THE TOPIC	
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) TYPICALLY SERVICE CUSTOMER GROSS IS \$2000 MORE THAN IN MARKET SALES. CHEAPER PAYMENTS ALSO HELP WITH PRODUCT SALES IN FINANCE	

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates. 1)STARTING WITH LEASE TRAINING AND EDUCATION. LET THE SALES FLOOR UNDERSTAND EVERYTHING WE CAN ABOUT WHAT LEASE IS AND WHY ITS IMPORTANT. 2) DESK EVERY DEAL WITH A LEASE QUOTE AND HAVE THEM DISCUSS LEASE FIRST 3) ASK QUALIFYING QUESTIONS ABOUT WHY SOMEONE WOULD NOT WANT TO LEASE AND EDUCATE THE CUSTOMER. 4) SALES MANAGERS ARE ACCOUNTABLE 5) EVERY WEEK SEE HOW MANY NEW CAR QUOTES ARE MADE AND HOW MANY CUSTOMERS WERE INTERESTED IN LEASE - CALL CUSTOMERS ON MISSED OPPORTUNITIES AND HAVE FINANCE BOX SHOW PRODUCTS ON FINANCE AND LEASE PAYMENTS



As you work toward your goal, it's important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don't have to spend your valuable time micromanaging.

1) WEEKLY CHECK-INS TO SEE WHICH REP IS TALKING ABOUT LEASE AND IF THEY UNDERSTAND LEASING FULLY. 2) ENSURE THEY ARE SPEAKING ABOUT IT EARLY IN THE PROCESS AND ON EVERY QUOTE. 3) HAVE CHECK-INS WITH THE STAFF TO SEE IF THEY ARE GETTING OBJECTIONS THAT THEY DO KNOW HOW TO HANDLE 4) CHALLENGE THEM WITH THE IDEA THAT 1/4 NEW CAR CUSTOMER DEALS NEED TO BE LEASE

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific. 1) MAKE LEASE A CULTURE CHANGE. SPEAK IT OFTEN, HAVE MEETINGS ABOUT IT, AND ENCOURAGE IT WITH BEHAVIOR AND FUN CHALLENGES TO KEEP LEASING IN THE FRONT OF YOUR MIND ALWAYS. 2) CHECK SEMI MONTHLY SALES REP STATS TO SEE IF SOMEONE IS STARTING TO FALL BEHIND AND MAKE ADJUSTMENTS 3) ALWAYS OFFER TRAINING AND UPDATE STAFF ON OEM INCENTIVE CHANGES

Describe any planning or implementation meetings conducted as part of development of your plan.

1)ALWAYS UPDATE STAFF ON INCENTIVES
2) HIGHLIGHT STAFF PERFORMANCE ON LEASING NUMBERS
3) ASK QUESTIONS TO SEE IF SOMEONE IS NOT FULLY UNDERSTANDING

Sponsor Signature:	
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