NADA ACADEMY

Name: Sambo Sorm

Class #: 440

Dealership: Mcgovern Ford of Framingham

Location(s): Dealership

How many people participated in this meeting? 6

What is your vision?

Customer for life	Gross profit domination	Both	Other
✔	✔	✔	☐

Explain:
Creating a culture of having all the management mentally of alway find time to take care of the customer & employees just like they were friends and family. Alway find time during your busy day on and off the clock to be available to answer any question necessary work related or personal.

"3 leg stool" 1st: Customer Satisfaction 2nd: Employee Satisfaction 3rd: Gross Profit.

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

Strengths

3 out 6 management team has been at the dealership for 8+ years. Very knowledgable about the Ford brand, Ford Credit, and Ford Commercial.

70% of the service team has also been at the dealership 8-10+ years. .

Weaknesses

New vehicle lease retention (avg 4/month)

Finance product penetration (.73 per turn)

Finance reserve chargeback

Servicing sales customer satisfication

Making available time for new service customer

Opportunities

Increase lease retention to 15 per month

Increase product penetration to 1.5 per turn (more value and coverage)

Less markup on finance reserve and more flats

Threats

Individual have certain agenda that only benefit them and not the customer or employees

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How will you improve or solidify your strengths?

Utilize the the experience and knowledge that we have with the management team built a friendly and family working enviroment. Show leadership at all time on and off the clock.

Train and show them how to get into your position.

Be availalbe to answer question even if your busy tell them please remind me later before your shift is over.

Make every feel important

Get involve daily wheter its saying is there anything I could help you with

Find 15 minute a day to help your lot attendant and valet.

Move a vehicle for a customer

Take a heat call

How will you address and improve any weaknesses?

I came over a little bit after Mcgovern bought the dealership. Dealership has lost many sales customer over the past decade. The past 3 years little by little we're winning them back.

Train sales team on lease and require desk manager to offer lease to all new vehicle customers.

Challenge the finance department to make less gross in reserve and make up the gross in product.

Service has gotten so busy that so many repeat customer has been forgetten and left with a bad taste. No Communication.

Have service advisor do a research on customer vehicle wheter it was recently sold by our dealership or sister dealership. Check what was need and completed when it was sold. Not just pitch them brakes and tires.

Saturday are usually slow let's coordinate those new future service customer accordingly on saturday.

Set 45 minutes a day to sit with an employee or customer dicussing their concern.

How will you maximize or improve your opportunities?

Working and united together from sales to service to parts as team when it comes to customer issue and satisfication. Would you rather make a little gross wheter its parts, service or sales and have a customer for life than have them go somewhere else.

Maximize lease oppurtunity with lower monthly payment with a maintence plan. Nice trades in 2-3 years.

I was a finance manager and building value with product was more valuable to the customer than selling the product. More product penetration equals more gross profit and sales/service retention.

Look for alternative lender, pick your best 3 and built a relationship. Take more buy rate and flats and built value on the product will increase the gross. Which equal less chargebacks.

How will you address and overcome any threats?

Guide them through the motions of having a happy customer and repeat customer for life. Potential gross over a period of 5-10 yrs. You could have a friendly conversation that has nothing to do with automobiles.

Alternative options is to compensated them differently on their pay plan base on the dealership vision and future.

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What is your expected time frame to achieve desired results? Months? By what date? Increase lease to 10 by the end of October 31st, 2024. Sell 45 new lease from October to December 31st, 2024. Increast product penetration to 1 per unit by October 31st, 2024. Average 1.5 product penetration from October to December 31st, 2024. Flip F&I mindset of avg $1350 in reserve per unit and $1000 in product markup per unit the other way from $1000 in reseve and $1500 in product markup
What performance metric will you track to determine successful change? PVR? Products per? CSI? Weekly meeting with F&I, Desk and Commercial manager. How many new lease opportunity was offer and pencil during the week. 3-4 sold lease per week. How much room (apr markup) was given to F&I and what was submitted and sign. Was a full menu presented offer them all the value having a 2nd or 3rd lender with a flat and sell more products.
Who participated in this SWOT?

Name Chris Uhl	Title Commercial Manager
Name Carter Hasting	Title Pre-owned manager
Name Rich Breen	Title Sales manager
Name Michael Carrol	Title F&I
Name Jason Riviere	Title F&I
Signed	Date 10/1/24
Signed by dealer Management	Date 10/1/24