

## ACTION PLAN. Variables 2

We need to face up to the fact that our competition has put considerable time and effort into appealing to our clientele with convenience and value in mind. The goal will be to expand seasonal hours by 1 hour per day Monday through Friday, as well maintain a full day of business every Saturday. The sheer number of work orders generated should increase as a result of this action.

The scheduling system will move from “shotgun starts” in the morning followed by high volume periods throughout the day towards more regimented available time slots. Moving forward those available appointment will be prescribed “tee off” times which means that they are never on the hour or half hour. Instead they will be 7:35, or 8:15, 12:45 and so on. These more specific arrival times reinforce the importance to our clients of being on time for their visit to the dealership. It will allow for 15 between clients for each advisor to maximize opportunity for consult and possible upsell. It will also allow for the newly mandatory walk around with the client. This will allow for defects to be identified, and sold face to face with the client, improve hours per ro, and increase the number of average lines per ro.

Service Advisor training through online courses and our in-house trainer, will fine tune the selling techniques, advise on the best walk around for maximum results, as well as improve the overall level of customer satisfaction. Should improve overall hours per ro, the number of lines per ro, as well as improve CSI.

The final mission is to increase the Efficiencies and Productivity of the technical staff. As this is a union shop where guaranteed hours and negotiated pay structures are out of our control, it will come in the form of one on one coaching and group sessions. The coaching will focus on motivating each individual tech, and educating them on the benefits of doing more in less time. With our current pay structure, there is no cap on the amount of sold hours that a tech can earn. This will be a big focus... improving their individual potential income. The group sessions will expand upon these concepts, and allow for comparison between individual performance, and the shop at large. Nobody wants to be known as the weak link, or a poor quality tech. Improved productivity will make up for our lack of ability to expand the technical staff. Since we simply don't have the space, improvement in these areas will be enough to add the same amount of sold hours without having to add another tech to the equations.

With these relatively minor adjustments we hope to see progression and growth within a 90 day period. Win, win for all involved, especially our clients.

