
The benefits of achieving this goal will be:

_____The benefits of achieving this goal will be felt across the new vehicle department, used vehicle department, the finance department, and the service department. All of these departments will see an increase in volume and profits_____

Take Action!

Potential Obstacles

Potential Solutions

_____ **Number of customers** _____

_____ **Advertising** _____

_____ **Possible wholesale losses** _____
reconditioning and pricing _____

_____ **control**

_____ **increased business needs more staffing** _____
aggressive in hiring

_____ **have HR be**

Who on you staff will need to be involved to accomplish this goal:

_____ Initially, the Variable staff to lead off the change in processes. After that, making sure all department heads are on the same page.

Specific Action Steps: *What steps need to be taken to get you to your goal?*

What?

Expected Completion

Completed

Smarter SEM/SEO to increase calls to BDC

___9/30/2019___

_Effectively have Variable manage increases

__10/30/2019__

_Closely monitor Vauto _____

___9/30/2019___

_Call Factory Sales Rep for additional allocation___

___9/30/2019___
