

SWOT RESULTS

Internal Strengths:	Internal
Weakness:	
Leadership	Sense of
urgency	
Team Work	Training
Follow up	1 line
RO	
Accounts	Staffing
Product knowledge	
Expectations not managed	

External Opportunities:	External
Threats:	
CSI build customer relations	CSI not
listening to our	
Upsells 1 line RO	
Customers.	
Ford Pass	
Staffing	
Commercial Accounts	
Expectations of cust	

In summary, if we as a team pay attention to details and increase our CSI and our 1 line RO's alone, this will mean Thousands to the bottom line. This will also increase our customer retention and will continue to grow our business. We have to take a serious look at our Million Dollar Chair, make sure we have the right people in place and to make sure we are offering ongoing training, to our employees and our customers.