

## SWOT Analysis

Strengths (+)	Weaknesses (-)
<ul style="list-style-type: none"> <li>◦ Only "Modernized" facility in area with a full service drive and customer lounge</li> <li>◦ High Customer Satisfaction and Retention</li> <li>◦ Experienced Advisors: 2/3 have been with the company for over 10 years</li> </ul>	<ul style="list-style-type: none"> <li>◦ Communication throughout department</li> <li>◦ Selling recommended services / achieving Hours per P.O. Goal</li> <li>◦ Techs Spend too much time waiting on dispatch <i>Parts</i></li> </ul>
<ul style="list-style-type: none"> <li>◦ Increase Hours per Rev. by utilizing Jeff Cowan trainer</li> <li>◦ Increase Internal Sales by dispatching used cars efficiently.</li> <li>◦ Improve Tech / Advisor Communication to effectively upsell labor.</li> </ul>	<ul style="list-style-type: none"> <li>◦ Technician Recruitment and retention.</li> <li>◦ Technician Training / Career development. Senior Master Tech will need to be replaced post retirement</li> </ul>
Opportunities (+)	Threats (-)



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.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECK POINT DATES
Dispatch Training / Awareness	NADA Academy Materials + Reports	Dispatch Service Mgr.	Improved Proficiency	8/1 - 1/1/2021
Advisor Training	Jeff Cowen training	Cowen Trainer Svc. Mgr. Advisors	CP Hours Per R.V > 2.0	8/1/2020 - 1/1/2021
Reserve set hours per week for used cars		Dispatch used car Mgr. Svc. Mgr.	Decrease Avg. Recan time from 12 to 4 days	8/1/20 - 1/1/2021
Parts - Pre Pull Parts		Parts Dept.	Improve Proficiency	8/1/2020 - 1/1/2021