



What specific actions will you take to achieve your goal? Who can help you?

- Incentive program set up for service advisors and rental personnel for collected rental dollars by week and month. - Service Manager
- Create a list of out going units to be grounded and out of rental prior to out date - Rental Supervisor
- Implement a plan to Service and Detail out units within 3 days of out Date - Service Manager and Detail Manager
- Display Out inventory on the lot in a specified location with added banners for visibility - Sales personnel and Lot Portors
- Marketing Campaign on added Benefits to those units and as Dealer Best Buys - Marketing Director
- Salesperson Incentive Program Designed around increased sales on these units with a kicker for oldest unit Sold and most Sold by Month - Sales staff and Sales Management team
- Increase In FCTP inventory by the units that pay the most factory incentive and sell the fastest as out unit sold to in user - New Car Sales Manager

#### Potential Challenges?

- Advisors not buying in on the Program
- Unable to ground out going units from customer
- Slowed Make Ready process due to over booked service center
- Damaged inventory coming out of use
- Sales staff not focused on these units as the best deal on the lot

#### Potential Solutions?

- Create a chart on the money earned by each advisor set up as a competition
- Included your Advisor along with the Service manager in on out going units and status to get them back in by out date
- Work in Maintenance services and details as units come in to be grounded before out date
- Inspect each unit as it is returned by each user to insure condition
- Sales Meetings built around the importance of these units and the added benifits to the customer as well as their navcheck