SWOT Analysis

Strengths (+)	Weaknesses (–)
F&I Managers that are trustworthy Employees Willing and wanting to learn to enhance their skills. Several different sources available for training. Great relationships with lenders.	Excuses of why its to hard to reach goals. Laziness Time consuming for each customer so short cutting occurs.

Opportunities (+)	Threats (–)
Increase bottom line Sell more products in finance Sell more Extended service policies on service drive Send customers that did not purchase extended service policies an email offering additional discounts.	If customer cancels products early Lenders won't carry additional monies for products Credit Union sells their products to customer for a rate discount.

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