ACTION PLAN 1

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What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Our goal is to be Sales Effective with Nissan. Being sales effective is one of the main metrics that Nissan uses to determine whether you are a valueable dealer to them. It is a metric Nissan and all manufacturers use when evaluating your ability to purchase other stores. We are in a position to buy more stores but need to be sales effective with all of our manufacturers to be a qualified candidate. That means increasing our units per month from 6 to 10. This must happen by Feb. 28th, 2021

BOTTOM LINE: Benefits of Achieving Your Goal

-Be in good standing with Nissan
-Hit objective bonuses
-Increase of gross profit
-Increase fixed opportunities
-Increase F&I products sold

Consequences of Not Achieving Your Goal

-Miss out on bonuses
-Potentially not getting approved to purchase another store
-Inventory aging (higher floorplan)
-Losing franchise

When will you start?

Immediately 11/12/2021

How will you gauge your progress? When? Using which metrics?

Will monitor forecast weekly, and review month end sales numbers.

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

We need to do a better job at mining our owner database. Whether that is calling customers about our special finance rates/rebates, lowering/maintaining their current payment and getting them into a new model, watching end of lease customer list, or looking for opportunities in Fixed Ops. We are very poor in this area.

We will need a team effort from all of our departments. But marketing and BDC will be needed to reach out to our Nissan customers, as well our sales consultants. Our Nissan manager will need to be on top of pulling manifest list, and in house generated reports to give marketing, BDC, and our sales staff customers to call. We will also need help from our Nissan Rep to fill in potential inventory needs.

Potential Challenges?

Inventory (Covid)
Buy-in
Competition

Potential Solutions?

Inventory
-Focus on our inventory on hand
-Seek help from Nissan Rep
-Take advantage of vehicles that were passed on by other dealers
Buy-in
-Everyone should be on board with selling more cars, but...
-If needed incentivize selling of Nissan
-Get Sales staff excited about the product
-Make staff informed about retail/lease specials
Competition
-Monitor competition's pricing and