

Richard Daniels
N361 / Variable Ops 1

OBJECTIVE: Increase CPO sales per quarter in order to meet General Motors' bonus objectives and increase gross per unit sold.

- Last quarter (3rd Quarter 2020) 11 CPO units were sold at the dealership.
- General Motors' quarterly objective was 29 CPO units.
- There were 189 CPO eligible units sold last quarter.

GOAL: 75 CPO unit sales by the end of the first quarter of 2021.

- Training will be conducted and SOP will be installed by the end of December 2020, with approval of Dealer.
- All eligible CPO units will go through certification process when feasible.
- CPO units will have a dedicated page on website with videos conducted by sales staff.
- CPO materials are to be displayed throughout the dealership.
- F&I to be trained on how to maximize product sales with CPO units.
- 3rd quarter 2020 CPO numbers will be used as baseline measurement which was 38% to objective (11 units).

INTERIM PERFORMANCE GOALS AS FOLLOWS:

-End of: Jan. 2021 = 25 CPO units
 Feb. 2021 = 50 CPO units
 Mar. 2021 = 75 CPO units

-Goals will be tracked weekly during Wednesday sales meetings.

EXPECTED RESULTS:

*An additional \$9375 in General Motors quarterly objective bonuses are expected based on our goal.

*The above quarterly numbers would generate \$37,000 in additional bonus money annually.

*On average, the dealership makes an additional \$800 per unit on CPO units.

-Based on the goal set, the \$800 per unit will be a continued expectation.

-An additional \$800 per unit on 75 CPO units will generate \$60,000 per quarter and \$240,000 annually.

*Incentives will be offered to sales team if checkpoints and quarterly objectives are reached and the performance goal is maintained.