

Homework Action Plan

What is your current situation and challenge you will address?

- Currently our time to deliver a vehicle is 3-4 hours. This is by far too long.

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

- I will try to cut down the delivery time from 3-4 hours to 1-2 hours

How does this align with or support your dealer's vision?

- This aligns and supports our dealers vision by delivering a great buying experience from beginning to end which in turn puts the customer first

What are the benefits of achieving your goal?

- The benefits of achieving this goal are great CSI and referral business. It seems to be a stigma in this business that when you go to buy a car it becomes an all day event. Turning this around in our dealership will put us levels above our competition. The consequences of not achieving this are that you will become like every other store that doesn't care about anything but making money and not seeing the customer ever again. CSI begins to downturn and it begins to affect the whole operation as that negativity is contagious

Why is this goal important to you?

- Achieving this goal is important to me because people especially now a day's love to talk and write reviews whether it be positive or negative. The customer never singles out a company as an individual franchise but rather the company name. We want to grow the business and sell a car not only to a person but to their entire family and friends. We want people to hear the name EMPIRE and know no matter where they go they will be treated as family. We want the customer to spread the good word and have the reviews and the customer satisfaction index to back it. In turn the growth of our company will be steady in an upward direction with more room to grow.

Specific Action/Necessary Resource/Accountable Person/Expected Result/Start End & Checkpoint Dates

- **Communication:** The sales person/manager notifies the customer at the time of agreement of sale that the clock starts at that point. Let the customer know the steps that follow. Paperwork, Insurance, Prep of the vehicle, EMI have the finance manager come out and introduce himself to the customer to confirm the process ahead as they were just told. This should result in the customer understanding what they are waiting for and have a better timeline without thinking they were forgotten about and just left to sit there. Start Date 11/10/2020-End Date- Checkpoint Dates Everyday
This step should take approx ½ hr
- **Sales Person Checklist:** This is a checklist that is made and has all necessary documents that is needed for a complete folder. The sales person is to fill it out the checklist confirming they have a completed folder then hand it to a sales manager who double checks it and confirms that everything is clear to pass the folder to F&I. This should result in an efficient transition from sales to finance. They are at this point able to focus on their job on banking a deal and getting ready to pitch the customer rather than chasing the sales person for missing documents which can be extremely time consuming. Start Date 11/10/2020- End Date- Checkpoint Dates Everyday
This step should take approx ½ hr
- **F&I Checklist:** This checklist is in essence the same as the sales person checklist but for all F&I documents needed to finalize the deal and have the deal billed out in a timely

manner. At the point that the finance manager is done sitting with the customer they also time stamp the time the deal gets into billing. When the billers receive the folder they time stamp the time it was received and the time that they are done billing the deal. The sales managers, finance managers, and billers are all accountable in this step as it needs to be monitored because if the first 2 steps were followed properly this step should also take no longer than a ½ hr..Start Date 11/10/2020- End Date-
Checkpoint Everyday

- **Delivery:** Sales person at this point will go over the vehicle with the customer. Pair Bluetooth walk the car and make sure that it's free of damage and the customer is fully aware of the functions of the vehicle. After doing so the rep shows the customer where service and parts is and if they are there introduce the customer to someone from that dept. Before the customer leaves the sales rep is to have them meet a manager to verify how everything went and the manager will give their contact info for future contact if there are issues that the sales rep cannot handle for them. This is very important because the customer now knows the rank of command and if a sales rep slips up a manager can be involved before a potential issue becomes a complaint and in turn an unhappy customer .Start Date 11/10/2020- End Date Checkpoint
Everyday
- **Follow Up After Delivery:** 24 hours latest after delivery the sales rep is to follow up with the customer. Reasoning behind this is to check on the customer and if their enjoying their new vehicle and or have any unanswered questions. At this point if there are any issues that need to be resolved we should resolve them immediately and if there are not then we thank them for their business and ask them for referral business and let them know about our referral program. This should result in the customer understanding that it wasn't just a car that went out but that they are now welcomed as a new member of the EMPIRE family. This is a step that has to be strictly enforced and understood by the reps. Start Date 11/10/2020- End Date....Checkpoint
Everyday
- There is a start date which will be today but the end date was left empty due to the fact that this process once instated should never end. It should only continue and get better. My goal is to have the average delivery time down to 2 ½ hrs by the end over November 2020 and tighten it up by the end of January 2021 to a max of 2hrs.

How will you track your process? What Metric will you track? At what intervals will you check on the progress?

- We have to as a team follow the progress every day. Time stamping is a step that we will implement to track the progress. Customer interviews including questions, and concerns from the customers

Potential Obstacles: Breaks in the process. Sales managers not double checking the sales person checklist before finance, F&I not filling out the checklist, Billers not getting to the deal right away once it's received

Potential Solutions: Stick to the process and hold everyone accountable from sales reps to management

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal

- Financially I believe speeding up the process keeps the customers attention on the purchase and they become more receptive once they get into finance. This should result in approx \$500 increase in PVR for the finance dept...
- Additional \$500*AVG 150 NEW UNITS= \$75000
- 60 PRE OWNED UNITS = \$30000
- Totaling and additional \$105,000 in gross

- In addition to that if we obtain our CSI level required for the quarter we are able to receive an additional \$100/car for the previous quarter .At an average of 150 cars/mo for a 3 month term it will bring an additional \$45000

- So seeming by following this process alone it can bring an additional \$120000 /mo in gross profit

Once you've accomplished you goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific

We must train on this process every day. There will be errors and issues but daily in daily training these issues will surface and we can learn from them and try to find the best way to correct them moving forward to prevent futures issues and better customer service