# ACTION PLAN 1

S Specific  M Measurable  A Achievable  R Relevant  T Time bound

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

I want to increase the amount of DrivePur (F&I Product) that we sell in F&I from 5.74% pententration to 20% pententration by Janurary 31, 2021.

BOTTOM LINE: Benefits of Achieving Your Goal

Generate more F&I Sales for little to no extra cost.

Consequences of Not Achieving Your Goal

Product sticks around doing nothing taking up space.
Poor utilitization of Sales team in the selling of F&I products.
Product investment will expire.

When will you start? December 15, 2020

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

I will guage my progress weekly by looking at the number of DrivePur contracts that F&I turns in each Friday and compare that to the amount of units that have been sold from the Friday before.

Calculation will be: # DrivePur Contracts / # of vehicles sold

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

I will consult with the F&I Managers and the Sales Managers to help to achieve this goal. I think that paying an additional spiff to the F&I for the sell of these contracts will be a good incentive to help get this going because it has worked in the past.

I shall start the spiff off at $20.00 per contract sold.
If my % remains below 10%, then I will increase it by an additional $20.00 per contract.
If my % remains below 15%, then I will increase it by an additional $10.00 per contract.

I will add an additional incentive that if the % is above 25%, then they will get an additional $25.00 per contract.

| Potential Challenges? | Potential Solutions? |
| --- | --- |
| Convincing the F&I people to sell it.<br>Run out of product.<br>Detail shop gets overwhelmed with application to vehicles. | Increasing the incentive paid to them.<br>Keep a watchful eye on product level.<br>Provide additional labor from other departments to help get the job done. |
| Application is not done in a timely manner as promised. | Keep the process intact and make sure to stress the importance of the speed to the detail employees. |