

MANAGEMENT ACTION PLAN

- **Increase New Vehicle Gross Profit**

2020 New Vehicle Gross average before Operational Support: -\$54239 per month

Currently Through February 2021: -\$26305 per month

- **2021 Goal**

2021 New Vehicle Gross average before Operational Support: \$12500 per month

This will have a high impact on the bottom-line profit.

- **How to get there**

Conduct Management Desk Training.

Value Training with our Salespeople.

Low Inventory Supply with High Demand

Increase First Time Close Ratio (Front End Gross Erosion is the usual result when the client returns.)

Always show a multi-pencil with lease comparison

- **Baseline Measurement Commences with March Statement, currently tracking -\$22541**
- **Bonus Structure for Month to Month Improvement.**
- **Measurable Goals will be QUARTERLY**
- ❖ **March** Statement 2021 New Vehicle Gross Average before Operational Support: -\$20,000 per month
- ❖ **June** Statement 2021 New Vehicle Gross Average before Operational Support: -\$10,000 per month
- ❖ **September** Statement 2021 New Vehicle Gross Average before Operational Support: \$0.00 per month
- ❖ **December** Statement 2021 New Vehicle Gross Average before Operational Support: \$12500 per month
- ❖ ***Bonus Incentive to complete sales personnel, if goal is completed by mid year.

Start Date: March 1, 2021

Completion Date: 12/31/2021

This can and will capture lost gross. A consequence not initiating this process would result in “not being as profitable”