

- BDC Action Plan

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- We currently use an outside BDC, it's not suitable for a deal that writes more than 3000 cars a month, appointments are not organized, customer are promised things that aren't possible, managers and advisors are all unaware of these promises and these commitments from the BDC. No one at a store level can change anything. It's been bad for CSI.

- Solution

- we currently spend about \$3000 a month on this BDC,
- I plan on keeping this outside company as a back up, and keeping it all in house, I'm going to fire 3 people at \$12 an hour and one to oversee and manage the other which I will pay \$14 an hour to. This is expense will save us almost a \$1000 a month, and also help improve and better manage our appointments, and with an in house BDC they're able to do CSI follow ups.

- Challenges

- The obvious calls off, sick days, late days, no shows, etc...
- I'm going to keep leads on the side lines for this reason and also for after hours. This way no opportunities are ever missed.
- As business grows we'll add more staff and assure the proper training.