SWOT Analysis

Strengths (+)

As far as our finance department , I make sure that the desk sets them up pretty good with rates in leases and finance deals so they can use that as their reserve .

Our finance penetration is over 85%. we do this by talking to customers and making sure that we just don't take any cash deals.

Also, every single pencil goes out with service contracts and Gap. this is a must and ever since we started this we have sold more than ever before.

Weaknesses (–)

Our Finance product sales is pretty weak. they try to depend as much as they can on the desk.

we have only 2 finance managers and for some reason they won't even try selling products on out of state deals and cash deals.

CIT's is also a problem here way too many deals hanging until the last minute.

Opportunities (+)

more training with finance team .
keep them accountable.
spiff them more for good performance.
have them go out and interview customers before going to the box.

Threats (–)

what do we do if both finance managers are out with covid?

or what if they both quit since they are not making money?

are we prepared for any of this?