

### ACTION PLAN

What will you do differently as a result of what you learned in this section?

I would like to increase our lease penetration from 5% to 8% by the end of the year Dec. 2021.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

More customer retention, more used Toyotas to sell, and appease the factory. Salespeople will have more opportunities to sell vehicles and have list of loyal customers they can count on in the slow times.

What obstacles might you encounter and how can you overcome them?

Push back from F&I as the belief there are less opportunities on the back end. We will have to get buy in from F & I by showing them there are still a lot of product they can sell.

Identify your first few steps and the people who can help you with them.

First steps will be adding a lease payment with every initial pencil and train salespeople to be comfortable explaining the benefits of a lease to the customer. Get buy in from salespeople by explaining the benefits to them of having a loyal lease customer.

Start Date: 6/1/2021 Completion Date: 12/31/2021