

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

I cannot just pick one topic for me. It's one of the best courses I have taken after university. I am very much new to the car business. I came from the Big box electronic retail industry, which is a totally different environment, but three things are the same at the end of the day: support your staff and be excellent with your customer, which is equal to PROFIT. So, in a nutshell, I have learned the inventory side of the business, days of supply, how much it costs us when we don't sell a vehicle and much more. In the end, we need to move forward with technology; it's all about the DIGITAL world.

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

Today, the world of customers are looking for an ease of shopping experience. Our best friend is the internet (GOOGLE). Customers do their homework before they come to the dealership. A salesperson doesn't need to know every single thing about the car. But you need to provide a memorable experience to the consumer. You see, if they left your building where are they going, your competition. The client starts their journey these days from your website. You want to make sure your website is 100% accurate all the prices are competitive. There is a book called, "Who Moved My Cheese." It's based on change; if you don't change, you will not survive.

3. What obstacles might you encounter, and how can you overcome them?

I am confident in what I do, and I have been a GM for more than 15years; managing people, driving sales, inventory, training, and much more is not the issue. My only obstacle is the automobile language sometimes. For example, Pump in, Pump out, Pipelines, Gap insurance, terms of trade and probably a few more

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

I am around many people who have lots of experience in this field. I am humble. I ask many questions, even from my sales manager. The title has nothing to do with it even if he reports to me. I just need to learn the role and get better.