

SWOT Wholesale by Greg Vernon, Toyota of Orange

Goal: I will increase my wholesale collision percentage of GP from 14% to 20% by June 1st 2022

Benefits of Achieves Goal:

1. Increased sales
2. Increased Profits
3. Retention

Consequences of not achieving goals:

1. Decreased growth
2. Flat margins
3. Flat profits
4. Diminished customer satisfaction

Actions taken to achieve goals:

1. Promote/market certificate collision center partnerships
2. Recruit/partner with 2nd collision center within PMA
3. Offer referral bonus
4. Free pick up and delivery of S.O.P.
5. Training of service writers, retail parts, back counter parts, receptionist and cashiers

Potential Challenges

1. Increased obsolescence
2. Not pre-paid on non-warranty S.O.P. could create
3. Supplier issues

Potential Solutions

1. Make sure we are prepaid on S.O.P.
2. Make sure parts department and service department are selling for the same price
3. Watch parts day supply monthly
4. Ensure collision center is not jeopardizing insurance relationships by "Fixing" items that are documented as "replaced".