

Grand Theft Chevrolet Action Plan:

Vision:

- Hometown college feel, embrace the city
- NIL with FSU and local schools
 - Sign incoming highly recruited athletes and offer them free vehicles to Demo if they post about the dealership a certain amount of times a month on social.
- Become a Fleet store
 - GM Business Elite program and look at local municipalities and company's
- Create new culture of accountability and success which will lead to profitability

New:

- Increase Doc Fee to \$699
- Adjust Sales Hours - 9am-7pm Mon-Fri; 8am-5pm Sat
- F & I Manager Training
- F & I Menu Presentation
- E-contract as much as possible to cut down on CIT and increase cash
- Get managers involved early and every time to ensure gross is being held and no walkouts
- Pay plan based on gross, not just volume
- Spiff aged units
- Push college leases for students
- Have someone who handles dealer trades be rewarded for trading aged units
- Create a DRAC program to help with inventory issues and assist service
- Utilize BDC
- Training

Used:

- Create a strict 60-day turn, if not sold retail by 60 days it goes to the auction or gets written down
- Wholesale unique or non-fast turning units before 60 days if profitable
- E-contract
- Used car recon person to cut down on recon time
- Have office personnel properly trained to obtain saleable titles as quickly as possible
- Become great user of V-Auto for pricing and appraisals
- Liquidate company vehicle expense

Service:

- Adjust Service Hours - 7am-6pm Mon-Fri; 8am-3pm Sat
- Hire additional technicians (solicit from local college)
 - Maximize facility
- Increase Customer Pay Labor Rate and Internal to \$120/hour; Apply for Warranty Labor Rate Increase

- Hire a designated Used Car Reconditioning Technician.
- Institute Technician Flat Rate pay plan & Productivity Tracking and Bonuses
- Management Involvement in Outstanding Receivables
- Sublet Schedule Audit

Parts:

- Utilize Parts Matrix Pricing Policy
- Reduce Parts Inventory including Obsolete Parts
- Track Parts Fill Rate
- Increase Internal Parts Pricing to Retail
- Maximize PACE
- Be RIM compliant

In closing:

Team 5:

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