

ACTION PLAN 1

- S** Specific
M Measurable
A Achievable
R Relevant
T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Increase F&I PVR from \$1,575/unit to 1,750/unit while increasing backend product penetration from an average of 1.3/products per to 1.5 by February 1, 2022.

BOTTOM LINE: Benefits of Achieving Your Goal

\$70,000 of additional gross month based on average monthly sales of 400 units/month. (In regular times). \$840,000/year

Increased gross will make up some of the anticipated front end losses when the inventory levels start returning to normal.

Sales staff will be making more comp and thus happier.

Consequences of Not Achieving Your Goal

Loss of gross.

Potential Loss of position as top producing Toyota store in dealership group.

Not exceeding budget.

When will you start? **Immediately - already underway**

How will you gauge your progress? When? Using which metrics?

PVR tracker for individuals and sales teams is sent twice a week. Managers receive nightly emails updating monthly PVR and products per deal on each salesperson and Desk Manager/ Finance Manager.

Monthly recap and review of product penetration and individual salesperson performance by management team.



What specific actions will you take to achieve your goal? Who can help you?

Require Docupad presentation on all deals being completed in house.

Update Reynolds subscription to include the mobile presentation service for offsite delivery customers.

Increase training for lagging staff on product specifics, word tracks and menu presentation.

Update Roadster (websales) site to include updated prices and menus of aftermarket products. Change the pedagogy and hierarchy on the sales site of the products to improve customer understanding and build value of F&I products.

Update any hard copy collateral materials regarding products.

Increase salesperson followup with customers who did not purchase F&I products at TOS and remind them of opportunity to purchase.

Train new sales people to not give away rate from the get go!

Make sure each customer meets a manager before the sale is complete.

Increase comp structure to reward product penetration

Potential Challenges?

We are a One Price/One Person store and the talent level varies substantially from person to person with regard to sales ability.

More customers requesting offsite deliveries and not being in the store for the F&I presentation.

When times are good, sales people rushing the deal and F&I presentation to get to the next one to increase unit count and hit unit bonus.

Potential Solutions?

Increase training and repurpose or remove the under-performers that show no improvement.

Increase use of remote presentation tools such as zoom and Reynolds remote.

Change comp plan gradually to de-incentivize bad behaviors and reinforce good behaviors which enhance the desired results.