

Strengths

1. Longstanding pillar of the community
2. Our service director has been around from almost inception of the new ownership taking over 15 years ago
3. We JUST updated our technology to be more forward thinking utilizing Y advisor which will help with sales utilizing video's
4. Dispatcher is willing to mold around systems of better processes rather than buck idea's

Weakness

1. Our parts director just left the company after 10 years so as of late, recent loss of fluency between parts and service
2. CSI scores have been in a steady decline
3. Resistance from technicians with newly added technology
4. Hours of operation are rather limited which doesn't accommodate customer schedules
5. Very few vehicles to offer as loaners. Our fleet has gone from 30 vehicles to 3 vehicles.
6. Newly released vehicles has recalls with no time lines for completion
7. Internet presence very limited for the sake of advertising
8. Menu selling varies from advisor to advisor

Opportunities

1. Through Y-Advisor, appointment tracking and communication is much easier
2. Recent hire of an appointment coordinator
3. Influx in traffic which is a direct result of the holiday's coming up
4. Explore mobile opportunities to bring work to the customers

Threats

1. We have MANY dealerships and independent shops in short proximity to us
2. Off the beaten path so visibility is somewhat limited which stacks doubly true without much of an internet presence
3. Hours of operation for our competitors exceed our own

Objectives

1. Train and implement best salesmanship practices with service advisors
2. Train our service advisors to collect payment from customers
3. Offer customers multiple ways to pay their bill from face to face or an online checkout
4. Adjust payplans to incentivize productivity over salary.

5. Get every advisor offering packages in uniform fashion
6. Have every technician do videos that can be forwarded to the customers to help sell services

Strategies

1. Schedule 1 on 1 and group training with advisors to work towards closing the sale tactics
2. Find technology that allows us to push invoices via e-mail with option to pay remotely
3. Train technicians utilizing advice from Y advisor on best practices for video recording
4. Partner with vendor to offer parts and service packages online with an express checkout option
5. Begin allowing customers to create their own appointments without the need to call in

Tactics

1. Consider methods to put technicians on teams for production purposes
2. Consider adjusting pay plans for technicians from FRH to % of labor sales to maintain the %'s of gross we need
3. Coordinate with Y advisor for best practices
4. Utilize consistent walk around with each service advisor
5. Work closely with dispatcher so the highly paid tech's aren't getting all the gravy work

Action Plan

Empower customers to set their own appointment online. Scheduled meetings end of November through middle of December with Rick (COO) Jeff (Service Director) and owner. Finalize a choice by Dec. 23rd.

Working closely with Y advisor, we have trained our technicians on how to do videos and are on our final steps prior to pushing them to customers. Our finalized rollout of this should be concluded by end of December.

We have converted two of our aged pre-owned trucks to be used as tow vehicles for customers who wish to have their vehicle picked up for an extra \$30.

Utilize the tool-truck kind of sneaky method we discussed in class to hire additional technicians.

Synopsis-

We are highly motivated to hire additional technicians so we can do split schedules which will afford us the opportunity to extend hours. We have slightly extended hours with limited services available by incentives technicians with extra pay but that isn't sustainable.

While we work on extending hours, we will implement best video taking practices which will help boost our sales. This will force advisors and technicians to work in tandem with each other.

Trained our parts employees to bring the technician the parts they need rather than technicians loitering around the back counter.

Making it MANDATORY to do walk arounds with customers.

Payplans reflect production