

Jim Keras Subaru Action Plan: Win more trades and reduce salespeople and customer stress during trade process.

When: Dec 1<sup>st</sup> thru February 1<sup>st</sup> then re-evaluate

Those involved in plan: The sales team and the two acting Sales Managers and our customers who are trading vehicles.

The Plan: by using the trade appraisal form that I lifted off of Joe Haner, with his permission, and with a few modifications...I have seen a definite decline in trade resistance and more agreement on trade value...See attachment for trade form below.

The biggest thing we did with the trade form is that we got the customer to assist the Salesperson in filling out the form before our Manager's drove their respective Vehicles. After the customer

was a part of the assessment we found that the value of their vehicle was easier to justify. The best way to do this is to have the Appraiser get the form from the customer and Salesperson right before the appraisal and to make sure that the appraiser thanks the customer for the help in filing out the appraisal form.