

**ACTION PLAN**

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What will you do differently as a result of what you learned in this section?

Focus on F&I Production / Product Penetration increase instead of relying on Reserve. Set New Goals & Objectives

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

Benefit is that it is the quickest way to increase our stores profitability! Currently averaging 993.00/copy on F&I on New for 21' Improvement to \$1,800/copy would generate an additional \$220,527.00 in gross w/ ~~the~~ only a few changes to process. -> That's an Extra \$19k/month w/ little extra payout to get there.

What obstacles might you encounter and how can you overcome them?

- People wanting to continue doing it the old way or their way!
- Push Back from Staff / Lack of engagement from staff
- 1.) New Hires in F&I Positions
- 2.) Spiffs or Bonus's to Sales Staff for Early Introduction of Product
- 3.) F&I Pay Plan that emphasizes/rewards Product Penetration. F&I Personell

Identify your first few steps and the people who can help you with them.

- 1.) New F&I Personell (Started Jan 2022)
- 2.) New F&I Pay Plan that rewards & emphasizes Product Penetration along w/ Finance Penetration.
- 3.) Sign up for Reinsurance Program.
- 4.) Utilize Both Offsite Training & Onsite Programs from F&I Vendors & Partners.

Start Date: 01/02/22

Completion Date: 03/02/22