

### ACTION PLAN

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

My action plan will be to increase the new car finance P/R. Right now at \$1245 P/R our total additional income /mo is \$277,103. If we reach our goal of \$1745 it will be \$300,103.

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

The obvious benefits to achieving this goal will be the additional income and gross profit, but if we do not reach our goal, the downside is that we will remain where we are and show no growth throughout this time.

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

A few obstacles may be lack of buy in from sales managers, F&I managers or accounting/GM. They may be overcome through providing explanations & numbers such as this action plan, training, adjusted pay plan, new products, etc.

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

- ① Make sure everyone is trained on Bank programs, rates, etc → reps, F&I, GM
- ② Menu presentation up to date → F&I, GM, consults. <sup>F&I</sup>
- ③ Paperwork and processes → F&I consults (ex: first innovations), F&I, GM)

Start Date: 2-1-22

Completion Date: 3-31-22