



Circumstance: Former Hino Manager ordered grabbed the wrong “order number” and modified the wheelbase when he was to have grabbed the incoming order number for stock which was to have a dump put on it.

1- Unit has been re-priced online to \$7000 less as we have already paid it down by \$4000 and are estimating we will see at least \$3000+ in concessions from the manufacturer to the retail public.

2-Email blasts out offering \$3000 off of unit have been circulated every two weeks

3- Monthly email blasts about the unit advertising 40% commission for any deal over \$59,900 and if sold at \$59,900 then there is a \$750 flat offering to Sales.

4- if unit does not sell within 3 weeks of above action plan, it will be painted red and a dump body will be installed on the unit

5- This is probably only a good spec for a dump body, so we will also advertise it in the dump specification area at a lower price

**Unit spiffs have been approved by the Dealer Principal of the company and the individual who misordered the unit has been removed from ordering to prevent this from occurring again in the future.

Measurement 1: How many hits did we have online to this listing?

Measurement 2: How many quotes?

