

What is the area of focus:

During the week, normally on Tuesday, Wednesday, and Thursdays I act as Sales Manager of our Kia, Nissan, and Used departments, respectively, in addition to my old F&I duties. I've done this for the last 4 months and I would say I average 3 cars each day roughly, and have not been tracking my gross. On the last week of the month I mainly just do F&I.

What is the proposed plan? How will you achieve it?

Each of these 3 departments have different objectives that I believe we should focus on:

New Nissan: Units!!! Hitting our factory number has become the objective every month. If I can increase my Tuesday from 3 cars to 5 every week I believe I can save the department around 10k the last week of the month chasing the number with the additional 6 car improvement. The way to achieve this is staying on top of my appointments and driving traffic into the showroom.

New Kia: We run on a gross based model at our Kia store, with a focus on prime business as opposed to subprime. I am comfortable with my 3 units a day here but I need to focus on making at least 9k on these 3 deals. To do this I need to aim high, and get involved very early.

Pre-Owned: This is the department I run the best. I will average 4 cars a day in this department and average 3-4k per car front and back. What I would like the focus on is making sure that half of the inventory I sell for the day is over 45 days old. I feel I can land the customer on aged inventory if I am cognizant of it, and push the sales person in the right direction.

How to track progress

Make a log each week showing how I am performing as opposed to my goals. This would work best in an excel spreadsheet.

Who are the employees involved? How to manage them?

I have to plan out my day in each department to achieve my goal. Taking a walk through the showroom the day prior will help me stay on top of deals pending. I also have to stay on top of my BDC to make sure they are getting customers into my showroom.

Is there a cost?

No

Date of completion

This is simply taking more accountability for what I am personally producing. As long as I am in this role I need to know where I can improve based on my goals.

