

Dana Clemens N395 Schlossmann Honda City

STRENGTHS

1. Family owned dealership, 50 plus years in the Milwaukee market.
2. #1 volume dealership in the state of Wisconsin.
3. Strong customer retention.
4. Exceptional CSI.

WEAKNESSES

1. ASM not focused on up selling service work.
2. Not making use of full hours, booking all appointments for morning and leaving afternoon idle.

Unfortunately, I feel as though Service Technicians were holding back on this portion of the survey. Although, they may be content with most of the daily department functions. I did not receive very much feedback on weaknesses.

OPPORTUNITIES

1. Recently remodeled Service Center, upgraded, state of the art facility.
2. Paid training and mentor program provided by dealership.
3. Strengthening customer base and retention through community involvement.
4. Weekly advertising email blast, with incentive.

THREATS

1. Parts availability at present is a continuing struggle.
2. Competitors overpromising to drive business.
3. Car shortage.

OBJECTIVES

1. Advertise incentives for afternoon and Saturday Service appointments.
2. Train and incentive to sell RO's with multiple ticket items.
3. Adding a visual display on small ticket items, such as wiper blades, air filters, etc.
4. Review monthly 100 RO analysis to increase productivity.

STRATEGIES

1. Incentive ASMs to minimize discounting.
2. Explore the possibility of extended service hours in evening.
3. Offer free MPI with or without additional services.

TACTICS

1. Currently have 2 ASM teams, with team leader for each, encourage some competition while also working together to strengthen sales and CSI.
2. CSI incentive bonuses for entire service department.
3. Free lifetime alignment with tire purchase.
4. Continue weekly service meetings.

TASK	BY WHOM	COMPLETION DATE
100 RO ANANLYSIS	SERVICE MANAGERS	MONTHLY
SALES TRAINING FOR ASM	SERVICE TRAINER	AUGUST 31, 2022
SMALL ITEM UPSELL DISPLAY	PARTS MGR/SRV MGR	AUGUST 31. 2022
CREATE BONUS PROGRAM	GENERAL/SVC MGR	AUGUST 31, 2022
ADJUST SERVICE HOURS	GENERAL/SVC MGR	AUGUST 31, 2022

SYNOPSIS

In these difficult times, with car, parts and personnel shortages, the key to the success of any business is your people. Team building, motivation, and positive morale are the necessary foundation to grow upon.

Now more than ever before, keeping daily interactions positive and focusing on the goals of the department is mandatory.

Customer expectations are at an all time high. Meeting and exceeding that expectation will determine the dealership's future success.

Team involvement is