SWOT Analysis

Strengths (+)

Good core of finance managers
(Need to retail and build on them)

Willingness to learn
(New FI Director to complete 1 on 1's daily)

Good attitudes
(Maintain positive culture)

Knowledge of the brand
(Continue to keep up to date with brand standards)

Understanding of Subaru buyers

Good deal flow
(Daily Save a Deal)

Solid Net Promoter Score

Weaknesses (–)

Lack of leadership
(Currently transitioning FI Director, new one starts 8/1)

Not sure how to maximize gross
(They will touch director after they have customer closed on payment to maximize every deal)

Failing to meet minimum penetration percentages
(Show them how to sell products and maximize %)

Inexperience
(Daily Training)

Opportunities (+)

New leadership
(New FI Director starts on 8/1)

Team is willing to learn and be molded
(Daily training)

Pay plan is very friendly
(Easy to hit penetration targets)

Finance success drives more business
(Work with sales team to continue to find ways to help)

Sales team willing to support and help grow

Threats (–)

Scared of transition
(Make sure everyone is comfortable with new changes)

Fear that bumping customers hurts CSI
(Selling the right way builds CSI)

Haven't had consistent leadership
(No more turnover in F&I)

Subaru not the most FI friendly brand