

SUNNY KING FORD FINANCE PVR IMPROVEMENT

SWOT Analysis

Strengths (+)	Weaknesses (-)
<ol style="list-style-type: none"> 1. Product knowledge 2. Strong closer 3. Experienced negotiators 4. Customer Interview 5. Menu with Customers 	<ol style="list-style-type: none"> 1. Lack of teamwork 2. I can do it by myself mentality 3. Not getting involved early enough 4. Selfishness leads to low work morale 5. Offsite deals 6. Non personal closings 7. Cash deals
<ol style="list-style-type: none"> 1. Making sure we T/O customers 2. Calling customers in crm to sale additional products. 3. Presenting Individuals Payment Plans (IPP) for customers to pay outside of that monthly auto payments 4. Prospecting customers in service for additional coverages 	<ol style="list-style-type: none"> 1. Focusing too much on personal goals instead of the company's interest 2. Thinking that you are the only one that can get the product sold. 3. Keeping information to yourself instead of sharing it with the department 4. Sales desk getting F&I involved too late in the deal. 5. Lake of teamwork to insure deals are funded as quick as possible.
Opportunities (+)	Threats (-)

