

Name: CHRIS PETERSON

Class #: N399

Dealership: PORSCHE OF ST. PAUL

Location(s): 1

How many people participated in this meeting? 3

What is your vision?

Customer for life <input type="checkbox"/>	Gross profit domination <input type="checkbox"/>	Both <input checked="" type="checkbox"/>	Other <input type="checkbox"/>
<p>Explain: Strive for CFL with our Porsche Clients. Focus on GP for off-brand used clients.</p>			

Identify a minimum of three strengths, weaknesses, opportunities, and threats.

<p><b>Strengths</b></p> <p>Wide variety of product offerings. Bundles show savings. We can ask for premium because we are "boutique". High-volume customers are very loyal. Knowledge of lender programs. OEM incentives.</p>	<p><b>Weaknesses</b></p> <p>Products are priced higher than market average. Lack of sub-prime lenders. High MF on leases through Porsche.</p>
<p><b>Opportunities</b></p> <p>LoJack sales. High profit margin. OSL conversions. Lease penetration/conversion.</p>	<p><b>Threats</b></p> <p>3rd party products/warranties. OSL rates that are difficult to compete with. Free "warranty for life" offered by competition. Rising rates/inflation. Tight inventory/pipeline.</p>

How will you improve or solidify your strengths?

Design and implement bundled packages of product that are tailored to transaction type: Lease/CPO/NEW/off-brand used).

How will you address and improve any weaknesses?

We need to shop competitors and align some of the product pricing to the local market.

We need to sign on with one or two sub-prime lenders.

How will you maximize or improve your opportunities?

LoJack needs to be merchandised properly. We have ordered windshield stickers with pricing and term and they will be displayed on every unit. Brochures will be displayed on each salesperson's desk. Lojack will be presented on every pencil.

When we identify that a customer is OSL, we need to address immediately and find out rate/term and motivation for using OSL, and then ask if we can "meet or beat" to convert to in-house financing.

How will you address and overcome any threats?

Train sales staff how to overcome the "free lifetime warranty" and limitations and restriction of those warranties.

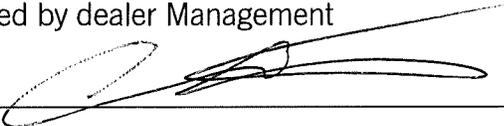
Train staff on details of our warranties and how to compare to lesser aftermarket warranties on the market.



What is your expected time frame to achieve desired results? Months? By what date?  
 We will implement January 1st and track results monthly for the next 3 months, ending March 31st.

What performance metric will you track to determine successful change? PVR? Products per? CSI?  
 Monthly indicators tracked will be products per, OSL conversion, and bundles sold (penetration).

Who participated in this SWOT?

Name	Title
Chris Peterson	GM
Name	Title
Tommy Rodenwald	Sales Manager
Name	Title
Eugene Hanson	Finance Manager
Name	Title
Name	Title
Signed	Date
Signed by dealer Management 	Date 12/8/22