

Hunter Johnson class #323 FM post class work

PAGE # 6 LINE #11

USED CAR F&I PRU \$671

BECAUSE - 54% FINANCE PEN WE SHOULD BE AT 68%

REDSTONE CREDIT UNION TAKES A LOT OF BUSINESS FROM US. USING THEIR INDIRECT LENDING FEATURES WILL BE HUGE AND IT MUST START WITH THE SALESMAN. FINANCE WILL TRAIN WEEKLY ABOUT THE IMPORTANCE OF FINANCING YOUR AUTO LOAN AT THE STORE.

TRAINING THE DESK MANAGERS TO PENCIL FOR CASH DOWN "CASH IS KING" ALSO LOW TERMS AND A RATE MATRIX WILL HELP IN THE CONSISTENCY FROM THE MANAGERS.

We will also use the 20 group info to rank us from last to moving from the right side of the page.

KPI board with the managers and finance managers numbers will help with knowing where you are at.

Communication from the desk to the F&I office moving forward will be key.

Try to win on every deal in the box!! High millage units must be worked for one product. One product per is huge if you can make \$300 on every cash or high millage car. Finance manager must think and believe every deal from pre-owned is a opportunity not a wasted turn or it's just a 'CASHDEAL'.

I PUT A FINANCE DIRECTOR IN PLACE TO HELP IN BOTH AREAS.

GOAL IS TO GET TO \$850 PER COPY BY THE END OF THE 4TH QTR.