ACTION PLAN 1

S Specific M Measurable A Achievable R Relevant T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Increase product penetration in Finance department.

BOTTOM LINE: Benefits of Achieving Your Goal

Increased sales of products will result in increased gross for the dealership and retention for service.

Consequences of Not Achieving Your Goal

Low gross and low retention.

When will you start? Immediately

How will you gauge your progress? When? Using which metrics?

Daily. Have finance fill out a board I have created to track sales of Toyota Extra Care, Toyota Auto Care, Toyota Gap, Toyota Tire and Wheel and Alarm sales. I will also track total gross and per copy.

What specific actions will you take to achieve your goal? Who can help you?

It will take a team effort starting with my leadership and my sales managment team. We will have to train and hold the finance department accountable. Giving fiance a road map and communicating what we see in a deal when we make the deal. Communication is key just like it is with a salesperson. Think of it like a pep talk. I have also talked to the General Manager and put out a bonus for a vacation that runs from April 1 - May 31st. Payplans dictate behavior, if we dont see an increase over the next two months then we will take a hard look at a penetration based pay plan.

Potential Challenges?	Potential Solutions?
Finance managers not being able to hit expectations we have as a store and having to replace them.	Communication and training.