

1. YEARLY
2. -
3. -
4. MORE THAN ONE PRICING GUIDE. MATRIX PRICING APPLIES TO ALL RETAIL AND CUSTOMER PAY PARTS SALES (WITH THE EXCEPTION OF PERSONAL AND ACCESSORY ITEMS) AND ESCALATES HIGHER WITH LOWER COST PARTS. MATRIX DOES NOT APPLY TO WHOLESALE.
5. COUNTER STAFF HAS THE ABILITY TO CHANGE PRICES DUE TO SEVERAL CIRCUMSTANCES. IE... WHOLESALE PRICE MATCHING, CONQUESTING ADDITIONAL SALES IF APPLYING A DISCOUNT, ETC. THIS IS MONITORED WITH CDK REPORTS. SERVICE ADVISORS CAN APPLY "SPECIAL" DISCOUNTING ON BRAKE SERVICES AND SERVICES, AS SET UP WITH PARTS MANAGEMENT. MONITORED BY PM WITH CDK "DISCOUNTING REPORT"
6. PARTS ARE ONLY RECEIPTED INTO INVENTORY BY MANAGEMENT, AND ALL ADJUSTMENTS ARE MADE BY MANAGEMENT
7. N/A
8. N/A
9. ONLY OUR DEALER WEBSITE
10. PERIODIC MAILERS/EMAILS FROM MB CORPORATE. JUST SENT FIRST MAILER. NO INFO ON ROI YET
11. NO OSR EMPLOYEED CURRENTLY, BUT CONVERSATIONS ONGOING ABOUT ADDING ONE AND COMBINING WHOLESALE ACTIVITIES FOR ALL DEALER GROUP STORES
12. MB DOES PROVIDE CO-OP MONEY, BUT YTD NOTHING HAS BEEN SPENT SPECIFICALLY ON WHOLESALE. COMBINED MARKETING WITH SERVICE EXHAUSTS ALL AVAILABLE MONEY
13. WE DO HAVE A MOBILE WEBSITE
14. I DO CHECK OTHER DEALER WEBSITES MONTHLY FOR SPECIALS AND MARKET OURS TO COMPETE
15. DEPT PERSONNEL PAYPLANS WERE CHANGED THIS MONTH AND NOW REWARD EMPLOYEES FOR GROWING THE BUSINESS AND THEIR PERFORMANCE
16. WE DO NOT "LIVE OFF" THE SERVICE DEPT AS WE CAN NOT CONTROL THAT SIDE OF OUR BUSINESS. WE ACTIVELY SOLICIT NEW WHOLESALE BUSINESS
17. WE ARE IN THE PROCESS OF ACCESSORIZING SOME SALES VEHICLES. INITIAL SPECIFIED VEHICLES WERE SOLD AND HAVEN'T BEEN REPLACED YET. I WOULD LIKE TO ACCESSORIZE 1 OF EACH MODEL VEHICLE AND POSITION THAT VEHICLE ALONG SIDE OF THE VEHICLE TO BE DELIVERED TO CREATE MORE "IMPULSE PURCHASES". IN THE PAST, I'VE ALSO ACCESSORIZED LOANER VEHICLE AS THE CUSTOMERS GET A FEEL FOR THE LOOK AND/OR VALUE OF SUCH ACCESSORIES. THIS IS A GREAT PRACTICE AS IT WOULD ONLY CHANGE THE MONTHLY LOANER PAYMENT BY A FEW DOLLARS AND WOULD SIGNIFICANTLY INCREASE ACCESSORY SALES. THESE VEHICLES ARE THEN SOLD AS USED UNITS AT A HIGHER PRICE POINT DUE TO THE UPGRADED EQUIPMENT. A WIN/WIN FOR ALL DEPTS
18. I PERIODICALLY UTILIZE OUR CRM TOOL (PSX) TO SEE SHOPS PERFORMANCES. IN THE FUTURE, OUR OSR COULD MORE CLOSELY WATCH THIS AND LEVERAGE SHOPS PERFORMANCE TO MATCH THEIR DISCOUNT TO SUCH LEVEL

19. I HAVEN'T EXPLORED THE OPPORTUNITIES WITHIN OUR MARKET AS I AM TRYING TO GET STAFF KNOWLEDGE/EXPERIENCE UP TO A LEVEL THAT WILL BENEFIT NOT ONLY THE DEALERSHIP, BUT THE CUSTOMER DURING WHOLESALE TRANSACTIONS. WE WILL BE ABLE TO CONQUEST CUSTOMERS FROM OUR COMPETITION ONCE WE HAVE ALL OF OUR PIECES IN PLACE
20. I VERIFY WHOLESALE CUSTOMERS USING THE WEB AND WE PERIODICALLY ASK FOR BUSINESS LICENSE AND NEW ST3/TAX ID FORMS
21. N/A
22. WE CURRENTLY ONLY HAVE A HANDFUL OF CHARGE CUSTOMERS, BUT THIS MUST CHANGE IF WE ARE TO GROW
23. I HAVE ACCESS TO THE STATEMENT THROUGH CDK AND REVIEW WEEKLY
24. THE SOR PROCESS HAS RECENTLY BEEN IMPLEMENTED. ALL "STOCK ORDER" ORDERS REQUIRE ASM SIGNATURES AND ALL "VOR" ORDERS REQUIRE MANAGEMENT OR SHOP FOREMAN SIGNATURES
25. ALL SPECIAL ORDERS AT THE RETAIL COUNTER REQUIRE PREPAYMENT. THE SERVICE DEPT REQUESTS THAT ALL SPECIAL ORDERS ONLY BE PREPAID FOR VEHICLE OUTSIDE OF THE WINDOW FOR CUSTOMERS WHO WILL RECEIVE A CSI SURVEY
26. WE HOLD SPECIAL ORDERS FOR 45 DAYS FROM DATE OF RECEIPT FOR PARTS NOT PREPAID. PREPAID PARTS WILL BE HELD INDEFINITELY
27. TECH, PARTS COUNTER STAFF, SHOP FOREMAN/ASM, SERVICE MNGR, PARTS MNGR, DISPATCHER, AND BDC
28. COMPLETED THROUGH CDK AND PRINTED
29. PARTS ARE LOCATED NEAR PARTS COUNTER. IF VEHICLE IS HERE - SOR CARD GOES TO DISPATCH, IF VEHICLE IS NOT HERE - SOR CARD GOES TO BDC
30. THEY ARE IN REGULAR INVENTORY BUT HAVE STOCK STATUS OF "NS"
31. RECENTLY, PO'S HAVE BEEN TRANSITIONED TO THE SERVICE MNGR
32. N/A
33. THE GM
34. N/A
35. N/A
- 36.