

The Challenge

New Business Managers often take a long time to reach full potential.

Op2ma was engaged to improve the performance of the under performing Business Manager within 90 days.

The Objective:

1. Increase finance penetration
2. Increase average rate
3. Increase fee income
4. Increase insurance sales
5. Increase income per retail unit (IPRU)

The Solution

Customise Finance Accelerator and Op2ma's Menu Selling tool to incorporate the Dealership's Financiers and Insurance providers.

Train the Business Manager and Dealer Principal on how to use the system. The Business Manager completed the 4-hour Menu Selling Course with an online follow up session.

The Results:

- Finance Penetration increased from 13% to 37%
- Average weighted rate increased by 1.5%
- Fee income increased from 20% to 100%
- Insurance sales quadrupled
- Income per retail unit (IPRU) went from \$416 to \$1296**

Investment

Total investment \$3275

Actual return on investment: 20 times

FEEDBACK FROM BUSINESS MANAGER

"I'd learnt the products inside and out and when I saw a customer I would just tell them everything I knew and hoped they would take it."

"Op2ma's system gave me the sales process I needed."