

PRE-RESULTS STUDY PROSPECTUS

The 20 Minutes Nobody Owns

A field study of the deal-to-F&I handoff.



THE QUESTION UNDER EXAMINATION

What actually happens between 'we have a deal' and the customer sitting down in F&I?

The visible delay may appear at the F&I door. The conditions that created it may begin earlier - in deal structure, approvals, paperwork, staffing, customer readiness, or unclear ownership.

WHAT THIS STUDY REFUSES TO DO		
01	02	03
Blame a person	Start with an average	Outrun the evidence
The unit of inquiry is the operating path, not an employee score.	Five consecutive handoffs come before any claim about a pattern.	Early observations remain exploratory until the work earns a stronger label.

THE OPERATING PREMISE

The score is recorded downstream. The lesson should be allowed to travel upstream.

That premise is a research direction, not a conclusion. DPL-001 is designed to show where the handoff holds, where it changes, and what still cannot be explained.

A SYSTEM DESIGNED TO REMAIN LEGIBLE

One question moves through four named research objects.

The naming system lets an operator see what is being studied, how observations are collected, and which claims have - or have not - been earned.

01 / PROGRAM

The DPL Handoff Observatory

The umbrella inquiry into the sales-to-F&I operating path.

02 / STUDY

DPL-001 / The 20 Minutes Nobody Owns

The founding field study and its explicit research question.

03 / INSTRUMENT

DPL-FI-001 / Five-Handoff Field Log

The repeatable form used to collect five consecutive observations.

04 / DELIVERABLE

DPL Operator Brief 001

The future findings package, published only after analysis and review.

THE COLLECTION RULE

Five consecutive live deals - not the best five and not only the worst five.

Each participant uses the same questions for each handoff so differences remain visible. The field log organizes observation; it does not calculate a performance score.

01 / CLOCK

How long did the handoff take?

02 / READINESS

Was it usable on the first pass?

03 / REWORK

What sent the deal backward?

04 / OWNERSHIP

Was the next owner clear?

05 / WAIT SIGNAL

What was visibly happening with the customer?

HARD EXCLUSIONS

No customer names, VINs, credit information, DMS exports, identifiable finance data, employee rankings, store rankings, or universal benchmark claims.

DEFINITIONS CARRIED INTO EVERY OBSERVATION

A useful field record starts with the same words meaning the same thing.

01 / DEAL-READY

The moment the store believes the deal can move toward F&I - not necessarily when every downstream condition is actually ready.

02 / F&I START

The moment the customer begins the F&I conversation, not merely the moment a manager becomes available.

03 / FIRST-PASS USABLE

The handoff can move forward without repairing missing information, approvals, structure, or essential context.

04 / REWORK

Any return trip, clarification, correction, or reconstruction required before the next step can proceed.

05 / NEXT-STEP OWNERSHIP

One person is clearly responsible for moving the handoff forward and knows what must happen next.

06 / CUSTOMER WAIT SIGNAL

A visible behavior such as clock-watching, repeated status questions, concern, or frustration - recorded without diagnosing intent.

OBSERVE THE OPERATING PATH. PROTECT THE PEOPLE IN IT.

Research participation is not treated as a disguised lead form.

Contact permission is separate from the observation. A participant may use an alias, request confidentiality, and submit no email at all.

01

PRIVATE BY DEFAULT

The form requests a participant ID or private alias. A rooftop alias and email are optional.

02

NO CUSTOMER DATA

Every submission requires confirmation that it contains no customer names, VINs, credit information, or DMS exports.

03

NO PEOPLE SCORES

The study examines the handoff condition. It does not grade an employee or produce a dealership ranking.

04

PERMISSION BEFORE ATTRIBUTION

Identifying details and quotations are never published without the participant's permission.

DPL may compare de-identified observations within the stated exploratory scope. Any future change to that scope should be disclosed before a participant is asked to contribute more information.

CURRENT EVIDENCE LABEL

Exploratory field observation / pre-results.

This prospectus describes the question, instrument, and protections. It contains no study findings because the founding fieldwork is still open.

01

OBSERVED

Directly seen, heard, or documented within the stated fieldwork.

02

EXPLORATORY

A signal worth examining with limited observations and explicit uncertainty.

03

COMPARATIVE

Multiple cases examined on definitions held as consistently as possible.

04

VALIDATED

A finding that has survived a harder test within a clearly stated scope.

WHAT DPL-001 CANNOT ESTABLISH BY ITSELF

A national benchmark, causal attribution, the correct staffing model for every store, or the performance of any individual employee. Those claims require evidence this founding pilot is not designed to provide.

THE NEXT USEFUL RECORD IS FIVE REAL HANDOFFS

Bring the operating path as it actually exists.

No polished case study is required. Choose a private participant ID, record five consecutive live deals, confirm the collection rule, and submit the field record.

- 01 **Choose a private participant ID**
- 02 **Record five consecutive handoffs**
- 03 **Confirm the collection rule and submit**
- 04 **Optionally compare notes with Tom**

OPEN THE FIELD INSTRUMENT

DealerPerformanceLab.com/fieldwork

Research standard: /research Questions or a private conversation: /talk-with-tom

The evidence earns the conclusion.

The conclusion does not get to outrun the evidence.