

Departmental Action Plan

Student Name: Jenny, Matt, Mike Yockey

Class & Student Number: N333

Academy Week: Week 4 – Variable Operations 1 Pre-owned Vehicles

Current situation or challenge you want to address:

One of the biggest challenges we have found that we are going to tackle in the Pre-owned department is the average days to turn used vehicles.

Overall Objective and Specific Desired Results:

Our end goal is to have a 60 day turn on used cars. Currently our YTD average turn is 80 days with the average day a vehicle is on our lot is at 121 days.

Describe your action plan in detail (be specific and include before and after measurements)

- * Be more aggressive on pricing
- * Shuffle the lot around at least twice a month
- * Learn where our hot spots are on the lot
- * Decrease the time it takes to have a vehicle be front line ready. Currently we are at 7 days and we want to be at 3 days. We plan to accomplish this by utilizing the techs that are here during our extended Service Hours.
- * Looking at other avenues to buy used cars instead of just at the auctions. For example, fleet returns and leasing companies.
- *Focus on cleaning up our aged inventory.
- *Working closely with Digital Marketing Innovations on marketing used vehicles and make sure that we are showing up everywhere!
- *We are also going to start focusing on per vehicle sold. We were at \$915 per retail unit sold and as we are getting fresher units that we are selling our goal is to increase that to \$1500 per retail unit sold... As we sit today we are at \$1100!

Since the class we have already moved 2 800+ day old units – and yes we are excited to say that the infamous red mustang that everyone heard about is GONE!!!!

Timeline: Describe specific short term and long term checkpoints to monitor progress

This is monitored daily! We work side by side with our marketing team to make sure we are marketing what we have and tell them when something sells, and working on purchasing the correct ad words and marketing each specific vehicle to the right people.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. **Who:** Matt, Eddie, Joe, Randy, Jenny, Jessica
- b. **What:** to get a lower turn on used cars and start to make some money!
- c. **By When:** by end of the year, but hopefully sooner!
- d. **How:** providing training for all involved, including salespeople, GM assisting/coaching U/C Manager on buying the right vehicles, pricing right, having the correct lot placement, moving the lot. Jenny working with Eddie and marketing team to get the word out so people buy from us and not someone else.

Dealer agreement:

If you need your sponsors support or approval to implement your plan, have it signed off before you start. If you can proceed on your own, present this action plan to your sponsor before next class. Describe the meeting:
