

Departmental Action Plan

Student Name: Ben Heer

Class & Student Number: N333 – 23

Academy Week: 5

Current situation or challenge you want to address:

Our win percentage for last year was 39%.

This results in our store having to source additional cars at auctions. We then pay for the auction fees, transportation, and have the manager out of the store.

We also source cars that are coming in as off-lease vehicles but often times we pay more than a similar car would bring as a trade-in

Overall Objective and Specific Desired Results:

We would like to increase our win percentage to 45% by the end of this year

We appraise around 300 appraisals per month. An additional 6% win increase would yield us an additional 18 cars per month and 432 for the year.

This increase would also help us with additional new car sales that would help us hit our factory objectives.

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

The action plan is as follows:

- 1) Increase active trade appraisals/showroom control
- 2) Used car manager will review all of the previous days appraisals with the new car managers
- 3) Service advisors will be given a top 10 stock list every month. We will pay \$200 per car purchased from the service lane via the service advisors.

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

- **Checkpoint #1** = Daily review of the Vauto appraisal summary report.
- **Checkpoint #2** = Weekly review of any outstanding appraisals with the general manager. If we didn't win the trade why not ? Be prepared to discuss.
- **Checkpoint #3** = Review the month end win percentage. What did we do right? What did we miss?
- **Checkpoint #4** = Review our purchases via service drive and is it effective

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

WHO: GM, Used Car manager, and Service Manager

WHAT: Implement the action plan with team members and management.

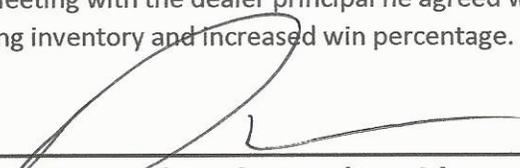
BY WHEN: August 1st 2018

HOW: The used car manager and service manager will meet with the service advisors. The general manager will meet with the used car manager and new car sales managers to kick off the action plan.

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:

After meeting with the dealer principal he agreed with this action plan. He is looking forward to the decreased cost of acquiring inventory and increased win percentage.



SPONSOR: David Fischer Jr. (President and COO)