

# Departmental Action Plan

Student Name: Morgan Coyle

Class & Student Number: N333 18

Academy Week: 4

## Current situation or challenge you want to address:

Gross profit per car increase.

## Overall Objective and Specific Desired Results:

10% increase in UC Gross.

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

We preloaded front and back end accessories on our used vehicles. Door edge guards for \$399 and Window Etch for \$399. There is a \$299 GP margin per item, with a \$25 pack to Service/Parts/Sales each. UC gross in June per car was \$1022 per F/E and \$1431 B/E. In July it increased to \$1262 per F/E and \$1628 per B/E. Total U/C gross went up from \$420k in June to \$523k in UC gross in July on 11 more units sold.

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

Trend and penetration numbers are run every day to judge the effectiveness of the program.

### **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: Porters, U/C Asst, Sales People, Sales managers, and F&I.
- b. What: Sell as many accessories as possible.
- c. By When: immediately.
- d. How: Porters and U/C Asst are responsible for install. Sales people are responsible for building value. Sales managers are responsible for holding sales people accountable for selling the accessories, and for their own performance and penetration. Performance is monitored daily.

### **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:



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