

USED CARS ACTION PLAN

Guy Gibbs

N333 -15

Week 4

Old age used car inventory.

To make the old age inventory a top priority and stay fresh on everyone in the departments mind.

Action Plan:

1. The first Monday of every month run the inventory list by age.
2. Pull all cars 45 days old or older and have the sales people drive them.
3. After driving them have the sales manager address all issues that each car may have.
 - A) Send to detail for rewash.
 - B) Send back to service for any issues.
 - C) Have touch up, dent repair or interior repairs done as needed.
4. Put a spot light ad in Autotrader on all of them.
5. There will be a \$300 mini on all over 45 days old units
6. Park all over 45 day old units on the south side of the used car showroom and designate that area for our old age units. Up front so they are always on our mind.
7. Have the current list of the 45 day old units at the desk so when appropriate the sales managers will quickly be able to look at them and hopefully make deals on them.

Time line: Immediately

We will add a column on our management report that is updated daily for the count of the 45 day old units. This will require the used car managers to input this data daily so to not every slip their mind. We keep this report and refer to it often so therefore we will be able to see our progress daily, monthly, and annually. The number of over 45 day old units will be reported by the used car managers to the GM along with their forecast in the monthly managers meeting.

Meeting

Kick off meeting held August 6th.

Director of Operations: Guy Gibbs

GSM : Jas Gill

Sales Managers

All Sales people New and Used

Presented this action plan to Mark Welch my sponsor and it was met with great enthusiasm. He feels like the reporting on our daily manager's log and having the old age units up front will help us keep our old age units to a minimum.

"Great Idea"