

Departmental Action Plan

Student Name: Doug Pielemeier

Class & Student Number: PAG 013

Academy Week: Variable Operations

Current situation or challenge you want to address:

Challenge: Increase New Car Sales Volume from 240 (20/month) to 300 (25/month) units by 12/31/19 (+25%)

Current Situation (Through August YTD):

- New Car Sales Volume has declined 38.5% YTD
- MINI KPI Lead Conversion as low as 10.2% (Aug in 2018) Market Avg 18%
- Website Visits down YOY
- Bounce rate: 30% YTD
- Mobile Website Views: 35,573 YTD (down from 48k YOY)
- Entire Management Team Turnover in January 2018
- Current Lease Replacement Rate = 38%, Loan = 8%

Overall Objective and Specific Desired Results:

Goals:

1. Increase KPI Lead Conversion from 10% to 20% by February 2019
(we must do this first or marketing will not help)
2. Increase Monthly Average KPI Lead Volume by 20% (150/month by Feb. 2019)
3. Increase time spent on site

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

Action Plan for Increasing Conversion:

- Launch New Pricing process for Internet Leads 8/1/2018
 - Monthly market analysis to determine if we are competitive or not.
 - Quote pricing using all incentives on 1st quote.
- Daily Sales Meetings - “Yesterday, Today, Tomorrow”
- Appointment Target Accountability – Advisor / Sales Manager
- Lost Sales Review from Rolling 3/6/9 Month KPI Report

Action Plan for Increase of web leads:

- Web tile showcasing how MINI is simply better, with a landing page with comparisons vs. other brands
- New/Used Car Pricing (Are we competitive? What's our rank?)
- New/ Used Vehicle Descriptions (Each one need to be personalized for that vehicle)
- Interactive web tiles and landing pages
- Web Page Video Launch (Along with all social media platforms)
- Google Search (Are we maximizing?)
- Personalization Page / Customer appreciation page

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

Monthly Monitoring process:

- Score card analysis - Perform by GM and Sales Manager
- Lead loss report review- Performed by GM and Sales Manager

Score card and Lead loss report below:

34821 MNI of Ontario		AUG 2018									
New Vehicle Lead Conversion: Source Detail											
Detail of New Vehicle lead conversion activity in the last six months, showing sources measured for KPI performance and other lead sources.											
Lead Source	Leads Received			Converted at Any Dealer		Converted at This Dealer		Converted Leads Lost to other Dealers		Converted FS Contract	
	#	#	%	#	%	#	%	#	%	#	%
Lead Sources Measured for KPI Performance	108	20	18.5 %	11	10.2 %	9	45.0 %	14	70.0 %		
FIELD GROUP (WS)	--	--	22.8 %	--	13.6 %	--	40.2 %	--	68.3 %		
REGION	--	--	28.4 %	--	16.1 %	--	43.4 %	--	49.3 %		
NATIONAL	--	--	27.6 %	--	16.6 %	--	40.2 %	--	45.4 %		
Report at...											
Lead Source	#	#	%	#	%	#	%	#	%	#	%
DEALER SOURCED	78	15	19.2 %	8	10.3 %	7	46.7 %	9	60.9 %		
DEALER SOURCED	30	5	16.7 %	3	10.0 %	2	40.0 %	5	100.0 %		
Other Lead sources (Not Measured for KPI Performance)	514	130	25.3 %	109	21.2 %	21	16.2 %	97	74.6 %		
Report at...											
DEALER SOURCED	198	85	42.9 %	76	38.4 %	9	10.6 %	63	74.1 %		
FS	120	7	5.8 %	5	4.2 %	2	28.6 %	7	100.0 %		
THIRD PARTY	95	8	8.4 %	1	1.1 %	7	87.5 %	4	50.0 %		
INTERNET	82	23	28.0 %	20	24.4 %	3	13.0 %	19	82.0 %		
EVENT	19	7	36.8 %	7	36.8 %	0	0.0 %	4	57.1 %		
Total - All Leads	622	150	24.1 %	120	19.3 %	30	20.0 %	111	74.0 %		
	view all Lead Sources Measured for KPI Performance										
	view all Other Lead Sources (Not Measured for KPI Performance)										

LEAD_FORWARDED_DATE	LEAD_ID	CUSTOMER_NAME	CONV_THIS_CENTER	CONV_ANY_CENTER	LEAD_SOURCE
8/31/2018 0:00	17953450	PINELLO TROY	0	0	Dealer Website - Request More Info
8/31/2018 0:00	17959104	TAVAKOULINA ARYA	0	0	MINIUSA-Configuration
8/29/2018 0:00	17937666	ETHIRAI RAAJ	0	0	MINIUSA-Configuration
8/28/2018 0:00	17926538	PINEDA BENEDICT	0	0	Schedule a Test Drive - IgnitionOne
8/25/2018 0:00	17897178	WANG DAVID	0	1	MINIUSA-Configuration
8/25/2018 0:00	17902807	PETERS ROSA	0	0	Dealer Website - Request More Info
8/23/2018 0:00	17887373	CHOW DESMOND	0	0	MINIUSA-Configuration
8/21/2018 0:00	17859622	NGUYEN LUAN	0	0	MINIUSA-Configuration
8/21/2018 0:00	17866854	CHAN THOMAS	0	0	Dealer Website - Request More Info
8/20/2018 0:00	17847333	VILLANUEVA PAULINE	0	0	Dealer Website - Request More Info
8/18/2018 0:00	17838403	OSUNA FALISTO	0	0	Schedule a Test Drive - IgnitionOne
8/16/2018 0:00	17838528	VOSS LYNN	0	1	MINIUSA-Configuration
8/15/2018 0:00	17812596	QUON DAINA	0	0	MINIUSA-Configuration
8/14/2018 0:00	17807518	FURGERSON JAELEEN	0	0	Schedule a Test Drive - IgnitionOne
8/13/2018 0:00	17798998	SACKLEY ALLISON	0	0	Dealer Website - Request More Info
8/12/2018 0:00	17781596	LANDICHO AUGUSTO	0	0	MINIUSA-Configuration
8/7/2018 0:00	17706380	T PAULINE	0	0	Dealer Website - Request More Info
8/1/2018 0:00	17693328	VILLANUEVA ALVIN	0	0	MINIUSA-Configuration

Daily Monitoring Process:

Daily check out with Internet Managers

- What have we received?
- What have we followed up on and have not?
- To-do's set for tomorrow
- Working Deals
- Quotes provided
- Report analysis done by Sales Manager with Daily check out report in DealerSocket

Daily check out report and lead count below:

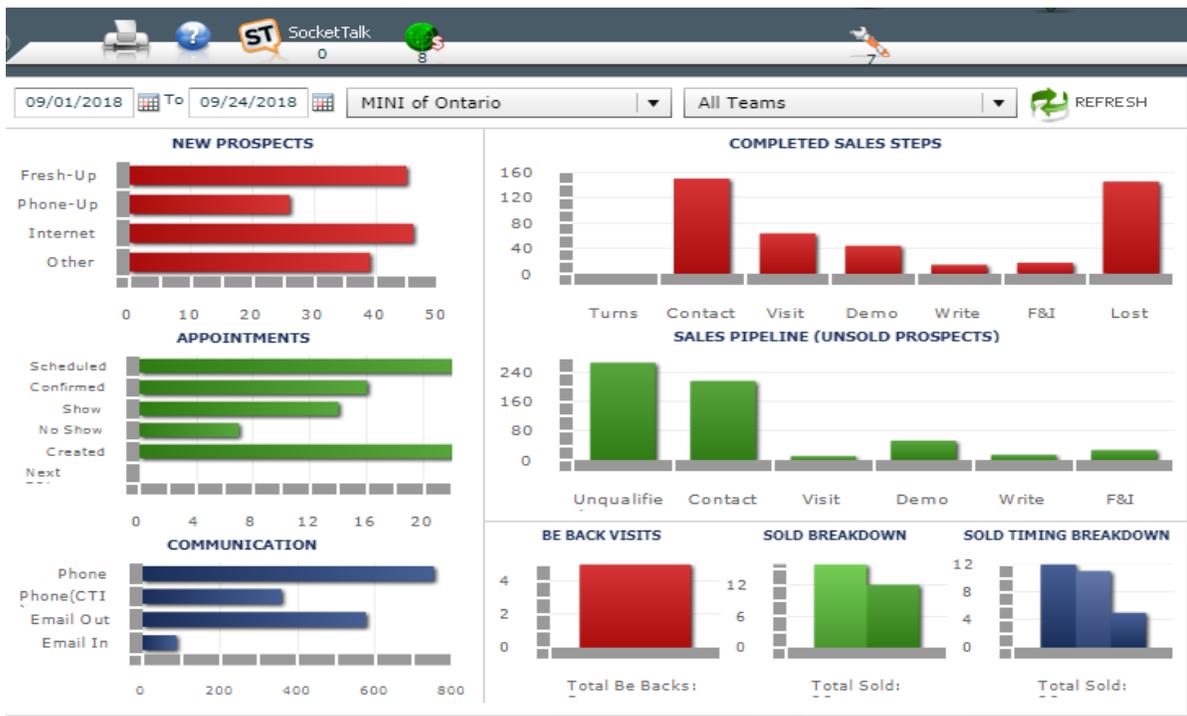
DealerSocket® Sales Dashboard 106 Dealership: **BMW of Ontario** LOGOUT | SETTINGS
Hello, Doug

Console Checkout Desk Log Desking

SocketTalk 0 8 4 RECORDS

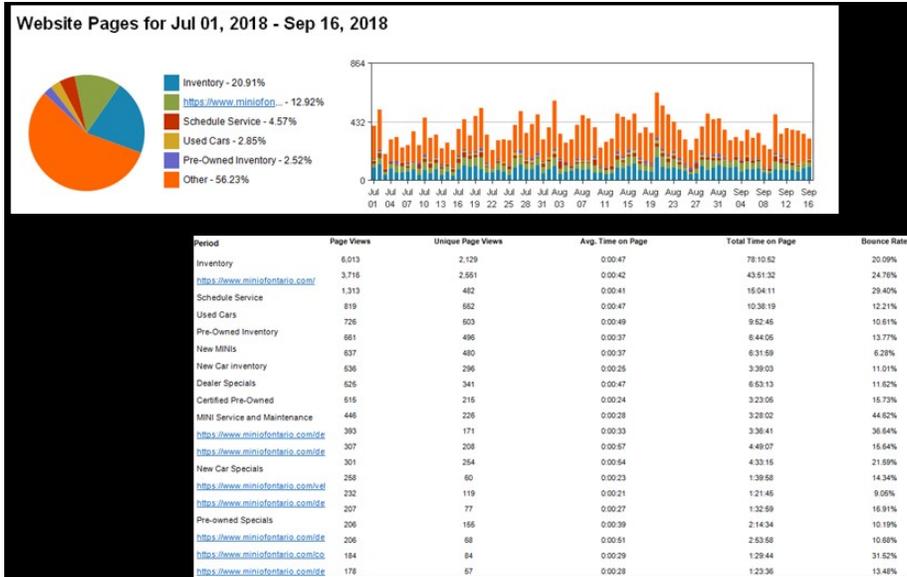
DAILY CHECKOUT FOR: 09/24/2018 FRANCHISE: MINI of Ontario TEAM: *Doug's MINI Team

EMPLOYEE	STATUS	DAILY CHECKOUT (0%)				MONTHLY TOTALS				MONTHLY TOTALS OF KEY SALES METRICS							
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OFF	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	OFF	UPS / UNCONV.	NEW PROSP.	Visits	APPTS	SOLDS	FRONT GROSS	BACK GROSS	TOTAL GROSS
Daniel Martinez		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	3	3	0	1	0 / 0	17	14	2	0	\$0	\$0	\$0
Jessica Ramirez		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	1	3	0	3	0 / 0	57	12	9	9.5	-\$2,136	\$8,025	\$5,888
Stormy Storms		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	2	3	0	2	0 / 0	27	24	5	8	\$5,642	\$14,110	\$19,753
Patrick Posey		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	0	6	0	1	0 / 0	54	15	3	5.5	\$1,894	\$7,151	\$9,045
TOTAL		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	6	15	0	7	0 / 0	155	65	19	23	\$5,400	\$29,286	\$34,686



Lead traffic monitoring:

- Monthly run Lead sourcing report for improvement vs.Prior month/YOY
- Daily/ Monthly run lead Activity report
- Check Website for improvement on pricing/ description/ specials daily



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: Jessica – Internet Sales Manager

- Held to a response time below 5 min avg.
- 90 day follow accountability for all leads received.
- Closing ratio above 20% each month
- Market pricing analysis done every 30 days

Patrick- Internet Sales Manager

- Held to a response time below 5 min avg.
- 90 day follow accountability for all leads received.
- Closing ratio above 20% each month
- Market pricing analysis done every 30 days

Edwin- Sales Manager

- Target of 20% of MINI KPI conversion for a rolling 3 month period.

Commitment & Accountability for website management:

- OC PAG Marketing team:
 - Monthly Reporting and Traffic Analysis
- Sales Manager:
 - Daily Review of website and update as needed
 - Populate description for incoming inventory
- General Manager :
 - Weekly review of website and analysis report

By When: -Weekly and monthly report will take placed and reviewed by all above.
- Closing ratio improvement assessment will have after the first 30days and then at month end from there on.

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:

Presentation with Area Vice President went well. Al, saw the vision and agreed with the Action plan to proceed.
