

# Departmental Action Plan

Student Name: Tyler Touelle

Class & Student Number: N335-10

Academy Week: 4

## Current situation or challenge you want to address:

Increasing our non-Nissan used car inventory. Normally we sell about 65% Nissan's out of our total used car inventory per month. Based off of the Polk Data we looked at in class, I have created a plan to stock more of what my market area is selling to increase our overall used cars sold.

## Overall Objective and Specific Desired Results:

The overall objective of stocking more non-Nissan used cars is to provide a wider selection of fast turning used cars that appease to our market. I have started to promote buying all make and model vehicles from consumers without purchasing a vehicle from us. The desired results I want to see out of this are: increased volume and gross in the used car department, increase in service for reconditioning of these vehicles, as well as more exposure online. Anytime we are able to stock other makes and models besides Nissan, our leads and page visits on our website increase.

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

Starting September we had 86 total retail ready used vehicles. Of the 86, 27 were non-Nissan vehicles. We have been selling 85-100 used every month consistently this entire year. Based on the Polk Data provided in class, the top market models in my area are Ford F150, Chevrolet Silverado, Toyota Camry, Jeep Wrangler, Honda Accord, and Honda CRV.

I think this is a huge opportunity for us to increase our used car departments profitability as well as volume and turns. I have put an emphasis on stock vehicles that have a low months day supply in our specific market. Through the first month, we have increased our non-Nissan inventory by 13 units and have sold more of the units that are fast turning in our market. This has also helped our New car department by having vehicles that are

comparable to Nissan. Many customers want to go drive a Honda or Toyota before making a decision, but having those make vehicles here has helped overcome that objection. Promoting that we buy cars has been helpful and will continue to be helpful in acquiring nice vehicles for our lot. Once our September financial statement is complete, I will be able to measure the specifics of gross profit per unit for Nissan versus Non-Nissan.

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

Short term- I want to stock 55-60% Nissan to 40-45% Non-nissans in order to sell more used vehicles, after Financials are closed for September I will break down our GPNUR on Nissan used versus Non-Nissan

Long term- continuing to adjust to our market and have vehicles that are in high demand front line ready. Finding different ways to acquire quality pre owned vehicles is important

#### **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:** GM/Used car manager/ Sales Manager/ Service Manager
- b. **What:** Getting everyone on the same page with my vision. I have added a \$500 bonus for our Used Car Manager and Service manager if we have nothing in inventory over 90 days and if we sell more than 35 non-Nissan's per month. (looks like they will achieve this in September)
- c. **By When:** ASAP
- d. **How:** Checking on this twice a week and meeting on it has helped holding everyone accountable. I feel we have a good plan in place to be successful

#### **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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