

Departmental Action Plan

Student Name: Cristian Taffo

Class & Student Number:

Academy Week: Variable Week

Current situation or challenge you want to address: This year over last year is down in units, Front end PVR is down, and F&I PVR as well. October is going to be a tough month due to Audi holding the 2019 models longer prior to shipping. They have added another process to test the vehicle's emissions system. Facing October with an inventory of 220 units of 2018 vehicles will be a challenge to be able to hold gross. Customer will expect a bigger discount since it is the beginning of the fourth quarter.

Overall Objective and Specific Desired Results: 4th Quarter objective:

- October 136 units
- November 121 units
- December 159 units

Describe your action plan in detail (be specific and include before and after measurements) 4th Quarter action plan is to:

- Focus on allocation of volume units
- Improve front end to \$1500

- Improve F&I PVR by \$200 through product sales
- Keep improving lease penetration

October's Action plan:

- Focus on SUV sales
- Lease penetration over 55%
- Improve service to sales
- Hold the line on GP in new model line up

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

- T/O early to assess strategy and preserve GP
- Increase focus on service to sales
- Improve mastermind tool and usage
- Raise awareness on GP on new models

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: Sales managers
- b. What: to emphasize the importance of every deal. Raise awareness that every deal needs to have a high GP in the sales side and Finance.

- c. By When: Immediately
- d. How: Having one on one meeting with sales staff to maintain an open communication on every deal.

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:
