

## Departmental Action Plan – Pre-Owned Trucks

Student Name: Les Nelson  
Class & Student Number: 039-03  
Academy Week: Week 4. Pre-owned

### **Current situation or challenge you want to address:**

We need a plan to move our specialized overaged units. This is specific to specialized equipment and not the standard run of the mill medium or heavy-duty day cabs and sleeper trucks.

### **Overall Objective and Specific Desired Results:**

The Objective is to find a buyer for the overaged specialized equipment and will set a goal to have these sold by the end of the 2018 calendar year. We have chosen this deadline because many companies will be looking to purchase capital equipment to off set their potential tax exposure.

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

Since these units are overage, after discussions, we decided to reach out to our Ritchie Brothers Auctioneers sales representative to discuss options. It was suggested to us to try Iron Planet which is also part of the Ritchie Brothers group of business. Iron Planet will potentially provide a new customer base and provide us with an opportunity to sell at the price we have set as our current lowest price. Iron Planet will send a certified inspector to appraise the condition of the equipment, note any defects, and take over 25 photos and video. Having the third party inspection will potentially bring a higher confidence level to prospective buyers of this specialized equipment.

Our plan is to sign up with Iron Planet and run the ad on the overaged equipment up to the next live sale date in the spring of 2019. During the Iron Planet online ad time, we will be see the ad performance metrics using our online account log in. We expect the views to increase over the first 30 days and while coming into December – year end. If views or online offers to not increase, we will discuss the option of lowering the price.

**Timeline:**

We have signed the contract and are waiting on the inspector to arrive to appraise and certify the equipment. The ad is expected to go live by November 19<sup>th</sup>, 2018. We will run the add for 90-120 days and if there is no sale, we will send the equipment to the spring auction

**Meeting with Stakeholders (dealership personnel)**

Describe what behavior change is needed to support desired goal: No changes required as the decision has been made. Address required coaching, training and/or consequences: Not applicable to our objective. Include timelines / Accountability / Monitoring process: The sales manager will measure the online metrics weekly and will have text messaging enabled for direct contact from the ad.

**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:

*Marshall Cymbaluk*

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