

Departmental Action Plan

Student Name: Justin Hageness

Class & Student Number: ATD39 & 26

Academy Week: 4

Current situation or challenge you want to address:

Moving Aged Inventory

We have too much used inventory

Overall Objective and Specific Desired Results:

To sell aging inventory and develop procedures to sell used inventory in a more timely manner. Also, make sure appraisals are done so we have all proper information and pictures.

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

I plan on running the information through our system for all used inventory and compare the pricing, so I can make sure they are properly priced. Also, see what units I might be able to move to a wholesaler. After comparing costs, I will come up with a competitive price, so we can increase the chance of moving the units. After pricing has been set, we will work on selling strategies and methods. This will lead to platforms and social media to advertise such as: Truck Paper, Ebay, Craigslist, Deming. Also, we will put in place tracking methods to see what is working and where we need to focus on.

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

Will monitor tracking results weekly to see if focus needs to be put more on specific areas. Will monitor inventory monthly to adjust pricing to try and increase turns. Will monitor call reports to ensure sales reps are trying to push aged inventory

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 Reps
- b. What: To sell their trade-ins and move aged inventory
- c. By When: Within 6 months of taken them in
- d. How: If trade ins are not sold within 6 months they do not get new vehicle commissions/on aged inventory bonus incentive for selling them

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:

Presented this plan to the CEO. The meeting went very well. He was excited and pleased to see a plan to take care of this issue. It has been an issue for years.
