

# Departmental Action Plan

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Class & Student Number: ATD 039 /010

Academy Week: #4 Variable ops 1

**Current situation or challenge you want to address: Used truck sales. The used Truck dept needs systems and policies that will make it a profit center for the dealership. The dept profits are not only in used sales, but also in parts and service**

**Overall Objective and Specific Desired Results: Establish a remarketing plan to address the process from appraisal /grading wholesale\*-retail / reconditioning-prep for sale / sale ready- marketing on-line including proper picture, including fine tuning SEM and SEO, Clean up web site to reduce bounce rate, descriptions and pricing /**

**Sale or exit strategy where to get out of unit\*\***

- **\*Wholesale outlets for undesirable/non-marketable units**
- **\*\*Wholesale outlets for units that hit the end on the clock and must move out**

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

- 1. Establish a common appraisal process so all salespeople work the same**
- 2. Grading retail / Wholesale- establish a wholesale path out of undesirable units**
- 3. Recon establish a process where a unit is completed in#... days ready for sale**

4. **Ready for sale start marketing-pictures, descriptions, price and using SEM/SEO go after target customers/markets**
5. **If unit does sell in 90 days use established exit policy**

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

WEEK 1-Meeting with key department personnel

Service- mgmt. and advisors get them on board

Sales mgmt. and key sales people

Combined meeting -all the players and lay out program

Weekly meetings on updates and address roadblocks

### **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: general Mgr., Sales- all salespeople and managers, service mgr. service advisors
  - a. Service MGR- make sure advisors stay on top of used trucks from inspection process to recon and watch costing on recon. Responsible for units not to stall weather in inspection process or recon his people have a clock that they are not to exceed guidelines.
  - b. Sales-manager thru salespeople responsible to have trucks presentable/on website pictures and descriptions including priced proper. check IT sem/seo
  - c. General Manager- co-ordinate all activities enforce clock/calendar days, policies and refine or adjust as needed for success
- b. What: All personal need to understand the clock is ticking and trucks sour with time and don't ripen. Explain flow of the money in a timeline
  - a. TURN and EARN
- c. By When: March 2019 start 90 days to fine tune and get past all road

blocks

- d. How: Work on each of the steps/phases to launch in March using what changes and successes the PARTS& SERVICE Depts. have made as a bench mark for sale wanting to get in on the glory

**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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