

Departmental Action Plan

Student Name: Christine Seeger

Class & Student Number: N336 - 12

Academy Week: 4 Variable Operations 1 – PreOwned October 15-19

Current situation or challenge you want to address:

We use market pricing for our vehicles and regardless of the price published, customers and salespeople negotiate for a discount. We'd like to keep our pricing and hold some gross. We need to educate the salesperson to represent the vehicle and inform the customer of the value of the process and the vehicle. We also found some customers didn't know information on their warranty or the certified program.

Overall Objective and Specific Desired Results:

We want to develop and utilize Evidence Folders for the Used Car Sales Process to enhance the sales presentations and have a consistent process for all customers.

Build value for our pricing with car history. Build confidence in the vehicles by sharing multi-point-inspection. Ensure that the warranty coverage/certification status is consistently being covered. Have a used vehicle inspection sheet that is technician friendly and customer friendly. Hold gross on all vehicles, but specifically certified vehicles. Show them why buy from Seeger with our "Seeger Care" program and dealership history.

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

Develop a folder for each used car in stock, place files in managers office, train salespeople how to utilize with every customer when presenting.

Mike Kabbaz, Used Car Manager, will print out materials with help from appointment center. He will use stickers we already print for stocking in the vehicle and put on folder. He will create 3 separate areas: in-stock, in-shop, and coming in.

Michael Hecht, Service Manager, will develop a new multi-point inspection sheet and train techs and dispatcher on it. Service shop will give the sheet to Mike Kabbaz.

Mike Kabbaz will implement a training plan for salespeople to cover the materials with the customer.

Timeline: October: Get all materials in place and complete personnel training. Establish YTD baseline for November numbers and December numbers. Track gross, certified survey responses and inspection sheet completion.

Meeting with Stakeholders (dealership personnel)

- a. Who: Used Car Manager, Service Manager, all Used Sales Staff
- b. What: Learn to update and present folders to customers
- c. By When: October 31
- d. How: Used Manager Manger will verify process daily

Total Used Gross PUV in October was \$1207, for Certified it was \$930.

October SSI for TCUV was 90.0

Inspection sheets just started, but trending well.

Dealer agreement:

Tom Seeger was open and receptive to the process and is looking forward to results.
