

Departmental Action Plan

Student Name: Damien Chesney

Class & Student Number: N336

Academy Week: 4 Pre-Owned

Current situation or challenge you want to address:

No Certified Vehicles

Overall Objective and Specific Desired Results:

Launch a Certified Pre-Owned component to our current inventory. Increase our Franchised Models Pre-Owned turn rate, and lack of competitiveness to our competition that currently offers Certified Vehicles.

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

Have the Toyota TCUV Rep come up and help train my staff, all sales, service and Managers so we can do a successful launch. Work with my Pre-Owned Managers and Service Managers and setup a process for what vehicles we choose and how to inspect and comply with Toyota TCUV requirements.

TCUV will help bring a few more Pre-Owned sales, and help to increase our turn rate overall. When I got back From Week 4 I put 14 vehicles into certified status, while it's early in our plan within the 1st month we sold 8 of them for an average over \$3500 PUVR, well above our average of \$2799.

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

Track total time to sale of all certified pre-owned vehicles vs non-certified Monthly.

Track yearly vehicle sales and see turn rate of certified vs non-certified as well as averages PUVR.

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: Pre-Owned Manager, Service Manager, GSM, GM
- b. What: Ordering materials to properly market vehicles as certified
- c. By When: ASAP, I've been pushing for this all year, so now no more waiting.
- d. How: Meet weekly with managers to track progression and ongoing training of Techs and Sales Personnel.

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:

On File per David Solon GM
