

Departmental Action Plan

Student Name: Joe Cuckow

Class & Student Number: N337

Academy Week: 4

Current situation or challenge you want to address:

We need to find a way to source out more used car inventory

Overall Objective and Specific Desired Results:

Increase used car volume move from 35 to 50 retail units a month

At this time we have 70 units on ground 55 to 60 lot ready most of the time

We need to have around 100 units lot ready all the time

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

Sell 35 used cars a month need to increase that to 50 a month over the next year

Hire and train a BDR to call and set up appointments to buy vehicles from kijji auto

Trader service drive other dealers.

Hire a salesperson to only buy cars working with used car manager.

BDR would be calling 150 people per day setting 7 appointments per day

Buy 22 to 25 per month cars lot ready in 72 hours

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

150 calls per day from BDR booking 7 to 10 appointments per day

This would be checked daily by BDC manager. Buy 22 to 25 per month

Lot ready in 72 hours checked by used car manager and service manager.

Increase sales volume from 35 to 50 per month checked by GM and Used car manager

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: Used car manager Buyer BDR\ BDC manager Service manager
- b. What: Train on call scripts. Trade paper work and Vauto
- c. By When: We will have both jobs filled by Jan 2 2019 Daily save a deal meeting 830 am Monday to Friday
- d. How: BDC manager to check and report daily on calls and appointments made from BDR and sales person. Used car manager to report daily on car's we have bought. As well as trades won and lost and cars that are not lot ready in the 72 hours.

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:
