Departmental Action Plan Template Truck

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Academy Week (Var II): Week 5 New Trucks

Current situation or challenge you want to address in the following categories, **please select one**:

1.   Gross Profit Retention

- **Overall Objective and Specific Desired Results:**

Improve the Gross Profit in the New Truck business.

Have an average of 6% in Fleet and an average 8% mixed at year end 2019.

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

I have already established and ordered the Sales Managers to communicate salespeople our target margins for each segment in 2019 as follows:

Gross Objective 2019		
	FLEET (5+)	**RETAIL**
HEAVY DUTY (CLASS 8)	3% - 4%	5% - 6%
SEVERE SERVICE	6%	8%
MEDIUM DUTY	5% - 6%	6% - 7%
LIGHT DUTY	8% - 9%	10% - 12%
BUSES	6% - 8%	8% - 10%
AVERAGE GROSS	**6.00%**	**8.00%**

In case there is a special operation undergoing that is below these margins, they must be approved by Dealer Principal.

2018 Margin Mix at Fleet is @ 3.5% & at Retail is @ 5%.

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

Short Term: Check every Quarter, gross margins in each segment. Once in a while check with sales managers if we are underperforming in a specific segment or selling below.

Long Term: Have an average of 6% in Fleet and an average 8% mixed at year end 2019.

- **Meeting with Stakeholders (dealership personnel)**
    - Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain). Include timelines / Accountability / Monitoring process
- Who: Dealer Principal, Sales Manager & Salespeople.
- What: Selling with Margins according to the table given (Regarding fleet & Segment).
- By When: Starting January 01, 2019 all through December 31, 2019.
- How: I am personally going to review margins every Quarter and every often in one-on-one operations. Sales Manager are going to address if there is any operation below targets.
  Monitoring process: Every Quarter and at year end.