

# Departmental Action Plan

Student Name: Alexandra Schreiber

Class & Student Number: N337/ Student 32

Academy Week: 4

## **Current situation or challenge you want to address:**

We are not gaining enough traffic for our pre-owned inventory department at our Lexus dealership. I would like to increase volume and sales.

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

The overall objective is to increase traffic and the desired result is to produce more sales.

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

I am going to work diligently with our marketing department on targeting the right customers on all social media platforms, on Google search, television ads, and radio commercials. This should help to increase traffic. In addition to getting more aggressive with our marketing, we need to be more aggressive with asking customers to refer us. I think we can achieve this by providing exceptional customer service/experience when purchasing their pre-owned vehicles and offering them a bird dog for every referral they send our way.

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

**Short Term-** Focus on getting our marketing stronger.

**Long Term-** Asking for more and more referrals from every customer.

### **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/ Marketing Department
- b. What: Need to come up with creative advertisement that is aggressive/successful at getting customers in the door
- c. By When: The end of March
- d. How: Social media, TV, and Radio

**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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