

Management Action Plan – VO1

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Dealership: Thornhill Ford Lincoln

Class & Student Number: NADA Class 340

Current situation or challenge you want to address (narrow your focus): One of the most challenging situations that we face as a dealership is pricing and inventory management. We struggle with used car turn and trying to price our vehicles competitively in the market. I believe that we struggle in these two areas mostly because we lack a tool to help us stay on top of things. I would like to review new pricing and inventory management tools in the market to see if we could possibly find a solution. We are currently negotiating with V-Auto.

Overall objective (goal) and specific desired results: To be more specific, I would like to increase our turns to 6-8 times a year, invest in desirable used vehicles, and price our inventory more effectively. I believe that with V-Auto, we will be able to do just that. No longer will we lack the tools we need to compete in our market or price our vehicles competitively. Overall, we want to sell the right vehicles, for the right price, more effectively, and for operations to run more efficiently in the dealership.

Describe your action plan in detail (including before and after measurements):

Depending on how negotiations go, we plan to go live with V-Auto very soon. We know that there will be a learning curve and we expect that to last for about 2 months before things start running smoothly. Until we can start to refresh our inventory, gross will most likely drop (which is to be expected at first). In 4 months, we plan to be fully stocked with the right inventory and for operations to be running more efficiently. By the end of the year, every manager at every store in the auto group should be fluent and comfortable with V-Auto and the new processes that have been put in place.

Timeline: What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress. As of right now the implementation date is up in the air. If negotiations work out, we would like to be up and rolling within the month. Within the year,

every store should be fluent with the V-Auto product and each manager should be very comfortable with the new policies and procedures.

Meeting with Stakeholders (dealership personnel):

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences, including timelines / accountability / process monitoring activity.

1. **Who:** For this change to work, there must be complete and total buy in from each manager and sales staff employee. Given that V-Auto is a better tool than we currently have, I do not expect there to be much push back from anyone in the store.
2. **What:** V-Auto is a better tool than we currently have and will help us become a more efficient and productive company.
3. **By When:** Hopefully, within the month we will start the transitioning process into the new V-Auto product.
4. **How:** The V-Auto product is a very effective tool – much better than the inventory tool that we currently possess. With this tool, we will be able to price our inventory more competitively and manage our inventory more effectively.

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: My sponsor is in full agreement with me and believe that this tool will help our stores thrive in our market. We are very much looking forward to becoming a more efficient, a more competitive, and a more productive dealership.
