

Management Action Plan – VO1

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Dealership: Garden City Nissan

Class & Student Number: N340-03

A. Current situation or challenge you want to address (narrow your focus):

1. Used Car turn rate as per guide.
2. Increase gross profit on Used Car front end.

B. Overall objective (goal) and specific desired results:

1. Get closer to 1 new to 1 used as per guide.
2. Goal: 1350 Avg Front End for CY 2019.

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

a. Overhaul my marketing strategy by eliminating all radio, direct mail, and unnecessary vendors that do not provide positive performance results from each month.

b. Implement a new digital strategy and split it 60 percent used car focus and 40 percent new car focus.

c. Establish a monthly theme or call to action strategy for all digital marketing, i.e. Facebook, Google, Social Media, YouTube.

d. Refocus BDC how to respond to all incoming digital based leads and or inquiries.

e. Train all Managers and Staff to be more aggressive at pricing and first pencil methodology. TRAIN, TRAIN, TRAIN.

f. Establish a new culture of Profit is OK, we provide a high level experience, PROFIT is absolutely ok.

D. Timeline: What is your implementation date? Describe specific short-term and long-term checkpoints to monitor progress.

Implementation date: October 1, 2018 with a full Operational Review NLT December 31, 2018

To ensure a January 1, 2019 effective roll out.

a. Oct 31, 2018 Full Management Review, F and I review,

i.e. Financial Statement results and KPI's, product review and effectiveness.

Used Car Pricing and V-Auto Tool KPI reviews, days in stock, hard turn policy, Auction and Recon reviews and their KPI's.

b. Nov 31, 2018 Full management review, Used Car Dept review, F and I review,

i.e. F/S results and KPI's, UC Schedules and Wholesale Schedules, Product and Finance Menu reviews and effectiveness.

c. Dec 31, 2018 Full Management Review and Best Practices Input.

Final opportunities to be heard, Establish hard date of Jan 1, 2019 "New Culture".

E. 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: GM, GSM, SM ALL F and I, UC Mgr.
2. What: Mindset, Culture, First Pencil, Methodology, Used Car V-Auto Principles
3. By When: EOM Review Meetings specified by dates above.
4. How: V-Auto, Final EOM FS, 2019 Budget Plan (DOC)

F. 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:

Meetings at first were a little bit like everyone wanted to input their ideas.

Some felt they were already in this "culture" and some were not.

UC Mgr. had complaints of the sales staff. F and I AGAIN were Pre- Madonna's and they felt the desk was undercutting their means of generating revenue.

Over all these meetings were very successful and productive.

