

Management Action Plan – VO1

Student Name: Melissa Motter Shoemaker

Dealership: Kenworth of Pennsylvania

Class & Student Number: 04017

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

The current challenge I am experiencing would have to narrow down to expanding finance options and increasing our F&I income.

Overall objective (goal) and specific desired results:

My objective is to increase our finance income by financing at least 75% of our retailed truck deals.

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

My action plan would consist of creating a detailed financing menu to offer to our customers. The menu would include information on monthly promotions/deals created by the F&I Manager. The finance lenders information we also utilize would be included in the menu.

An analysis sheet will be created for myself and the F&I manager to review on a weekly basis. The analysis will list all leads from the Sales Representative call logs and also information on whether or not financing was offered at this time. If financing was not offered,

an action plan from the F&I Manager will need to be written including ETAs. We will also review at our weekly staff meetings comparing to our goals.

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

The menu will be implemented for May 1st.

We will review the analysis weekly during our staff meetings to determine where we are currently, compared to our goal and, where we need to be. The analysis will also list all of the current opportunities and updates. My F&I Manager and I will also review monthly after the financials are completed to compare where we are to our goal. The menus will be distributed to the entire Sales Department so the salesmen can speak clearly on our promotions when cold calling.

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: Jason Jones, Matt Zelinsky, Clarence Weiler, and Jeff Dofflemyer
2. What: Expectations need to be set on what needs to be included on the menus. Jason, our F&I Manager will be creating the menus on a monthly basis. I will be reviewing weekly and monthly financing deals with Jason. The ones lost, we will need to determine why.
3. By When: July 1st 2019

4. How: Menus will be created and offered to every lead/opportunity the sales representatives currently have.

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:

Summer Hammer