

Management Action Plan – VO1

Student Name: Danny Easton

Dealership: Clay Cooley Hyundai

Class & Student Number: N344

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

- Increase sales staff for new/pre-owned to 15 people from 9
- Implement sales training with current staff and new hires
- Improve lead count from stores 300 total leads last month
- Improve gross front and backend average is \$2,000 plus pack
- Increase New car sales to get more trades (currently on 30% of inventory).
- Keep inventory under 60 days old
- Increase CPO sales

Overall objective (goal) and specific desired results:

- Maintain 75 used car avg and sell 100 used per month when staffed
- Average more cars (UC) than previous store record of 72 units
- Used car payline of \$150,000 (excluding packs) 75x \$ 2,000 pre-pack.
- Wholesale profit
- Increase new car sales average from 42 to 60-75 units per Month
- Maintain 50% to 60% core MGF inventory
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Describe your action plan in detail (including before and after measurements):

- **Meet with Military recruiter office for sales consultants**
- **Help schedule regular training program.**
- **Start Facebook advertising and focus on a 6 day per week plus follow up.**
- **Implement training for new crm (E-LEADS)**
- **Build value w/UC packets on every pencil**
- **Show work completed/ dealership tour, build value.**
- **Trade walks**
- **Action plan w new internal service advisor to closely monitor UC progress**
- **Daily spread sheet to monitor cars in service for recon**

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

***Begin immediately working on training calendar**

*** Have training ready on or before June 1st**

*** Review training/hiring 6-15-19 and have 15 sales staffed by 7-1-19**

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: Assign Manager time to recruit and go to job placement event**
- 2. What: Sales recruitment**
- 3. By When June 1st 2019:**
- 4. How: 1. Increase sales staff**
- 5. Sign on bonuses**
- 6. Realistic expectations**
- 7. Implement training for current staff, 2-3 classes per week**
- 8. Implement daily update for internal service**
- 9. Have porter make used car packets on every used vehicle.**

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:
