

Management Action Plan – VO1

Student Name: Kory Warren

Dealership: York Chrysler Dodge Jeep Ram Fiat

Class & Student Number: N345-13

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

We actually already started our used vehicle action plan back in March. We wanted to get our used vehicle turn rate to 12 before the end of the 2nd quarter. At the start of March we had a turn rate of 9.5. It is now the start of June and we have been able to increase our turn rate to 11.5. With July 1st approaching quickly we still have some work left to do.

Overall objective (goal) and specific desired results:

Our goal is to get our used vehicle turn rate to 12. If we can do this then we will be selling more vehicles at a faster rate which in turn will lead to more gross.

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

We made this a focus across the all management in the store and the salespeople. The service manager and his team know our goals and that means they have to get our used vehicles through the shop quickly. Our goal is 72 hours to have the vehicle inspected, repaired, detailed, and have pictures on our website. We price our used vehicles to the market from day one to maximize our VDP's. We have implemented a

hard 60 day turn with our used vehicles. Our team reviews pricing daily and makes changes accordingly. We do not wait until 60 days anymore to change a price. We have to get aggressive quicker than we used to so at 45 days a vehicle will be priced to move within 2 weeks. The dealership has taken advantage of the CPOV program and we have averaged \$280 more per deal on those units so we are putting every eligible unit we can into CPOV. On the wholesale side, we are making a decision quickly and getting rid of true wholesale units within a week.

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

Our goal is to be at a turn rate of 12 by July 1st. Service manager works closely with the used car sales manager to get approval on repairs so they can get them done ASAP. We monitor our pricing strategy every day to make sure we are current with any changes in the market.

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: Sales Managers and Service manager
2. What: Monitor pricing/pictures and used car RO's daily
3. By When: July 1st
4. How: Hold everyone accountable for their role in making this turn rate happen

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:

Our owner is on board with this plan. The meeting went very smooth and we agree that this is important for the overall success of our store.
