

Departmental Action Plan Template

Student Name: Landon wood

Class & Student Number:n342- 1645-1520

Academy Week (Var II):

Current situation or challenge you want to address: (must be quantifiable)

The current situation I want to address is my new car turns per year

Overall Objective and **Specific** Desired Results:

Right now we are around 3 turns per year which I think nation adv is only around 4 but I would like to get this

To around 8 turns per year.. looking at the composite my dealership had the the highest front and back gross per copy out of the class.. im not complaining this is great but im scared that we may be leaving deals on the table. Looking at the turn calculator if we can get to 8 we could add around a million dollars in gross

Describe your action plan in detail (be specific and include before and after **Measurements**)

Ive always just looked at front and back gross which is important but ive never factored in the whole picture like ford incentive money, doc fees, trade in percentage we get on new sold and the return we sell those far. Once ive looked at this Ive instructed managers to be more aggressive and to not miss at deal even tho or gross adv may come down if the total units sold goes up and then we move the trades quickly, this will make us more net. More service in uvi more pdi more everything.

If we lose 500 per copy and get to 8 turns per year we would almost triple gross from 1,200,000 to 3,100,000 give or take..

Timeline:

Describe specific short term and long term checkpoints to monitor progress

put plan and goals in with managers

check turn rate every 3 months

price new cars right to turn quick

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain).

Include timelines / Accountability / Monitoring process

- a. Who:me and gsm
- b. What:just show them the benefit and turn calculator
- c. By When:by this time next year
- d. How:by sticking to the plan

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: I will put in place

Landon wood
