

Management Action Plan – VO1

Student Name: Hunter Barton

Dealership: Hudson Valley Volkswagen

Class & Student Number: 346 -

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

Used car reconditioning is too high per vehicle, older cars are not selling, offline cars are going to wholesale or other stores in the group.

Overall objective (goal) and specific desired results:

Reconditioning should be decreased by \$300 - \$400 per vehicle

Focus on selling the older inventory first

Start selling offline cars (gross opportunity)

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

Service has stopped putting wipers and engine air filters on every used vehicle, it will be done on a case by case basis (\$150 per vehicle avg) Labor times for brakes have been reduced by 60 minutes (2.5 per axle to 1.5 - \$130 savings)

We have started to spiff sales consultants \$200 on cars over 60 days, it has dramatically helped get rid of the older vehicles. Once the inventory is clean, we will increase the U/C

commission to \$200 on cars under 60 days. This should help keep a focus on getting the cars to turn more quickly.

Our focus on selling offline cars has dramatically increased, anything that makes sense will be retained. Most of our cars were being sent to auction or other stores in the group. This should help sales, service and parts bottom line.

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

We implemented this while I was at class. I am going to review this with the General Manager monthly to see if we have an increase in all departments.

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.

We have small dealership with people who are willing to change. At this point no one has had any issues or complaints with the changes that have been made. Everyone realizes that the changes we are making will make the store and each person in the departments more money.

Who:

1. What:
2. By When:

3. How:

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:

