

Management Action Plan – VO1

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Dealership: Dean Arbour Ford of Tawas

Class & Student Number: N345 #16

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

We wish to improve our total volume on used car sales. Also, we want to improve our used F&I PVR

Overall objective (goal) and specific desired results:

Improve used volume and F&I income

Current volume (23.6)

Goal volume (28)

Current F&I PVR (502)

Goal PVR (650)

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

Review internet pricing 2x per week adjust prices according to market and “like” vehicle availability.

- Used vehicle volume will be our measurement
- Better T.O. process from sales to F&I. Sales people need to endorse products better and if this means more training with them we will implement training processes with managers as well
- We will also review VDP views on vehicles and monitor which gets more or less than others to change pricing and get more VDP

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

July implementation through year end. We will have weekly review of numbers and process with managers and sales team. Our monthly totals on units will help us to track our numbers and we will meet with GM and GSM, as well as F&I to make sure we are obtaining our goals.

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: GM & Sales Manager & F&I Manager
2. What: Demand and hold accountable with salespeople
3. By When: weekly
4. How: adjusting pricing in our Lot Management pricing tool.

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:
