

Management Action Plan – VO1

Student Name: **Jeremy Soileau**

Dealership: **Bolton Ford**

Class & Student Number: **N345**

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

I believe that we have to potential to raise our pre owned sales by at least 25 units per month while increasing profits. The Challenge I have in doing so is that we have never been a dealership to go out and purchase inventory, we rely strictly on trade ins.

We have never had a proper process in place that would allow us to get inventory up on the lot quicker.

Overall objective (goal) and specific desired results:

Goal would be to increase our preowned sales by 25 additional units per month and add \$200 per unit additional in gross per unit.

We are currently averaging 127 used units per mo. Our goal would be to hit 150 per month the result would be significant in both sales gross and service gross.

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

The plan would be to add an assistant to help expedite the process of getting the used cars up quicker, 5 days or less (currently at 12 plus days). Having someone assist will allow my preowned manager to focus on buying inventory that is fast moving and not just lot fillers.

I will add a soft pack of \$200 per car that will be added back to managers gross at month end. This will help increase the per copy.

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

The short-term would be to do a daily audit that will ensure used cars are completely merchandised in 5 days or less. The gross of \$200 will be immediate.

Long-term goal would be to tie in the pre owned manager pay to having the units on the lot within 5 days.

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: **Clint and Eric**
2. What: **Short term goals**
3. By When: **Graduation**
4. How: **Working with both Clint and Eric daily**

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:

My sponsor is on board to any changes that will increase productivity.
