

Departmental Action Plan Template

Student Name: Bill O'Brocta

Class & Student Number: N345 - 28

Academy Week (Var II): July 15th - 19th

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

Maximize gross opportunity in the F&I Department

Overall Objective and **Specific** Desired Results:

We break down our PVR's in Finance into 4 Categories - Cash, Finance, Lease and Overall PVR

My objective is to look at the 4 categories and see what we can do to improve on all 4 across the board

Current Store objectives are \$400 Cash, \$2000 Finance, \$750 Lease and \$1200 overall

Current Store MTD numbers are \$185 Cash, \$1979 Finance, \$684 Lease \$1073 overall

***Current YTD results are similar**

Objective is to hit or exceed our current goals

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

Action plan is to continue to monitor the numbers daily and measure the numbers to see where we are at. We are currently tracking close on Finance deals but need work in Cash and Leasing.

We will need to implement some outside the box programs in order to help achieve the goals:

They will include:

- Adding F&I Products to the Website
- Follow up calls to customers who have not purchased products or warranty's
- Have better communication at time of sale between Customer and Finance Manager – an earlier TO process
- Warranty Materials and Aftermarket information placed at the Showroom tables and Service Counter for better awareness
- BDC Program to contact customers who may be close to having Base Warranty programs that will be expiring (3yr/36,000)

Timeline:

Describe specific short term and long-term checkpoints to monitor progress

- Program changes will have to start immediately and set a timeline of 30 days to have in place, and then be monitored daily, weekly and monthly
- Continue to review daily Manager updates as well as our group report (Menu Metrics)
- Communication with all involved – Sales and Service Department

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: Sales Staff, F&I Managers, Fixed Op Director, Service Manager, Advisors
- b. What: Communication and training of what we are looking for and the reasons why. Most importantly on how it will benefit the entire store
- c. By When: Immediately – follow progress on a monthly basis

- d. How: Getting everyone to buy in – sell the benefits of how it strengthens the store and supports retention for the store

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:

