

# Departmental Action Plan Template

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Academy Week (Var II):

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

We do not have a Digital Retailing tool. I believe we are missing out on a portion of the market and feel a well managed Digital Retailing Tool can help us capture more deals and increase profits.

## **Overall Objective and Specific Desired Results:**

Begin by finding a Digital Retailing Tool that we like and then hire an additional salesman to handle Digital Retail Sales. (Depending on how successful, hire additional help if necessary.)

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

Step 1: Research Digital Retail Tools and choose one that fits our needs and one that Subaru may co-op.

Step 2: With the help of Digital Retail vendor and Management team, develop a Digital Retail Process.

Step 3: Hire a full time Digital Retail Sales Representative.

Step 4: Once process and employees are in place. Increase retail sales from 8-15 a month.

## **Timeline:**

### **Describe specific short term and long term checkpoints to monitor progress**

Short Term:

- Selecting Vendor/Writing Process. July-August 2019

Short Term/Ongoing:

- Process written and signed by dedicated consultant. September 2019

Long Term:

- Training on Product & Process: September – Ongoing

## **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: Internet Manager/GM/GSM
- b. What: Weekly Meetings until product is chosen, process is written.
- c. By When: September 1, 2019
- d. How: Constant communication with Internet Manager and Digital Retail Sales Consultant and making sure we have product and processes in place.

