

# Management Action Plan – VO1

Student Name: **Stephanie Siracusano**

Dealership: **Sawyer Chevrolet**

Class & Student Number: **NADA 348**

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

One specific challenge I would like to address is the accuracy of the specific vehicle information between all platforms of our systems – customer view as well as internal view. We have internal prices not matching with internet prices, descriptions not being accurate with what the vehicle actually has, etc.,

## **Overall objective (goal) and specific desired results:**

The goal out of this would be less confusion between customer/ sales team as well as more vehicle views and searches due to the accurate vehicle descriptions. I think that would only result in a more trusted transparency for the customer. End goal of course being to turn more inventory with more accurate information.

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

First thing we need is an inventory management system – we will be signing up with VAuto and our information will be live on 8/16/19.

We will then use this ONE system for ALL used car pricing, descriptions, pictures and any other information linked to that vehicle.

Once everything is matching and accurate, we will then give Sales People access on 8/30/19.

Management will be using the main report that tracks the pricing is correct across all lines of advertising websites including our own – EVEYRDAY.

Descriptions will be added and accurate on every vehicle in our used car inventory.

Management will be using the VDP/ SRP to track searches, visits and leads to make sure we are showing up in front of the customer.

We would ideally like to see VDP/ SRP rise by 11/1/19 and if we see no action, readjust pricing and descriptions accordingly.

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

### **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:** Mike Riordon – Sales Manager
2. **What:** Vauto System and Reporting Management
3. **By When:** 8/30/19
4. **How:** He will be working directly with our Performance Coach, Chris Moyer – daily calls and training to be sure he will excel at using all parts of VAuto correctly and accurately

### **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. I have started on my own – we are moving forward!