

Management Action Plan – VO1

Student Name: Rick Wallace

Dealership: Mission Chevrolet

Class & Student Number: NADA 348-24

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

After reviewing our inventory health, it became clear our over valued old age “dead” units are a big problem that we need to address. After reviewing days in stock it became clear our GSM who is no longer with us overvalued these trades to get used car deals to make the new car numbers look good and hit our SFE objectives.

Overall objective (goal) and specific desired results:

Sell down our old age over valued inventory

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

Since it was not our current managers mess there was no “counseling” needed. The old age report is on his desk everyday and 60 days is his objective. All units dated January 31 and before must be sold in those 60 days. Even if there is a loss

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

July 24- Sept 24 With weekly updates on what is needed to be sold. Once those units are sold we will work on a 60 day and older list as the status quo. Then after that 30 day list. Our previous GSM put us in a bad situation and we must recover from that problem.

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: Used car Managers
2. What: sell down our over valued old age inventory
3. By When: Sept 24
4. How: Sell those vehicles even if we have a loss on the deal. It is tied up capital that could be used for fresh healthy inventory

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:
