

Departmental Action Plan

Dealership: Nye Ford

Student Name: Daniel Schirtz

Academy Week: 2

Class & Student Number: 355 07

Current Situation

We currently do not have an accessory program nor do we have any display area whatsoever for and accessories.

Overall Objectives

Work with my Parts Manager/ Parts Director to set up a proper display area to show off vehicle accessories and offer customers choices before completing their vehicle purchase.

Proposed Timeline

I would like to see this up and running for 2020 year. So I would say January 2020.

Action Plan

Describe necessary actions to reach desired result: Figure out what needs to be on display that would make the most sense. Put a new program in place to incentivise the sales team to sell add ons.

Requirements

1 Meeting with Dealer:

Action Proposed:

2 Meeting with stakeholder(s) (dealership personnel):

Describe what is in place to support desired goal:  
Training / Coaching / ±Consequences related to results / Pain & Gain

3 Accountability: Monitoring progress:

Who:  
What:  
By When:  
How:

4 Describe checkpoints that have been established to measure progress:

Daily / Weekly / Bi-weekly / Monthly /

Date(s) for review:

5 Estimated cost for implementation:

Projected Date of Completion:

January 2020

Sponsor Signature:



Evaluation of Results: Include measured results.

(± Metrics)

Impact Areas:

Sales / Gross / Expenses / Net Profit / CSI /