

Departmental Action Plan

Student Name: Ken Wolverton

Class & Student Number: N321 #19

Academy Week: Week 4

Current situation or challenge you want to address: We need to sell more used cars. We do pretty good on new car sales, however we need to sell more used. To help turn a better profit for the used car and service department.

Overall Objective and Specific Desired Results: We just purchased another dealership that was closed down a block away from us. We want to sell more used cars. So, we decided to buy that store and turn it into another used car lot. We need to sell around 80 used cars a month to turn a profit. We had been selling around 50 and losing money every month.

Describe your action plan in detail (be specific and include before and after measurements) We also decided to get more into the subprime market. We are about a 30 minute drive from Flint and Saginaw both of which are big subprime markets. I hired a guy with a subprime back ground to manage, do F&I, and overall run the store. I have a buyer now getting cars that fit the subprime banks.

Timeline: Describe specific short term and long term checkpoints to monitor progress

We are currently up and running. We need to find on more salesperson to fill the store with employees. We need to start with around 20 extra sales a month now. And by October we need to be selling around 40 to 50 a month out of that store. We are watching and making sure our inventory stays fresh with fast turn rates.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. **Who:** With it being a total new store with a new manager we don't have some of the bad habits the current store has. At the end of the day the new store falls on my shoulders to make it.
- b. **What:** We have done a lot of training with the manager. And at that store we went back to the old school four square closes.
- c. **By When:** It's just getting up and running now.
- d. **How:** Buying the store and the inventory. Plus, finding a great manager to run it.

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: My sponsor totally agrees with me on this and has given his blessing to do whatever I need to make it work. My sponsor like myself wants to become the largest used car dealer in our county. No other store really is strong on the pre-owned side of things. We are a strong GM town and new is the main focus.
