

Departmental Action Plan Template

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Academy Week (Var II):

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

I am at a 3.85 month supply of new vehicles. I am currently selling an average of 45.5 a month. While increasing inventory and lower my average 3 month supply of new to less than 3.85.



Overall Objective and **Specific** Desired Results:

I want to increase inventory levels to @ 200-215 units in stock.

I want to increase my new car volume average to 55 sales a month.

I want to decrease my New Car Month supply to 3.0.

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

I am looking at my current 150 unit inventory and comparing it to specific past sales history by model and trim.

I am comparing what I am currently selling versus my competing OEM stores and then I will compare current inventory to those dealers both online and in VAuto.

I am working on my relationship with both my VW REPS and VW OEM inventory managers to increase my inventory by meeting with them more consistently.

I will get a commitment from them to keep my inventory levels at 200-215 units in the model specification that I've identified to be our best sellers.

In turn, I will commit to VW that our team will deliver an average of 55 new units per month. This average will get me to a 3.63 month supply if we carry a monthly average of 200-2015 units.

I will use my DMS and VWHub inventory management systems to watch new car stocking levels and pipeline.

I will be working closely with my new car manager and VW SOM to create a monthly wish list of new inventory.

I will monitor daily all missed deals with trades to make sure we maintain a 70% new car look to book.

I will work with my SEM/digital company to increase spend towards new car customers and build custom demographics for conquest ads on social media, google and 3rd party sites.

I will watch VDPs and SRPs to make sure I am getting a solid look on all inventory.

I will create an aggressive service drive to sales conversion process to catch any low hanging deals within my own store and data base.

I will create campaign awareness with my sales team. Sales Managers will train salespeople how to make proper equity calls to previous customers as long term follow up.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

I will be monitoring this over 90 days.

Sept- 2019

Pre-paring and game planning

Do dive in to inventory analysis with new car manager.

Build Wish List or inventory, Meet with OEM reps to discuss

Start working to set up meeting to discuss inventory needs with OEM Rep.

Oct-2019

Start working on inventory with OEM Rep.

Review with Management team

Do dive in to inventory analysis with new car manager.

Build Wish List or inventory, Meet with OEM reps to discuss

What was sold. What did not.

Maintain 2.1 new cars per day average and 13 per week

Discusses daily new car traffic, new car leads and post goal clearly

Set Calendar reminders for Monthly, Weekly and daily meetings

Work with digital team to discuss ideas on best way to build the new car campaigns.

Nov-2019

Review results with OEM.

Review with Management team

Recreate another inventory wish list

Lay out training plan and roll out to sales staff and service.

Maintain 2.1 new cars per day average and 13 per week

Set Calendar reminders for Monthly, Weekly and daily meetings.

Review Reports and Progress

Review follow up and showroom visits

Work with digital team to discuss ideas on best way to build the new car campaigns.

Dec-2019

Review results with OEM, Adjust as needed

Review with Management team

Do dive in to inventory analysis with new car manager.

Build Wish List or inventory,

Re-Meet with OEM Reps to tweek inventory as needed

What was sold. What did not.

Maintain 2.1 new cars per day average and 13 per week

Discuses daily new car traffic, new car leads and post goal clearly

Set Calendar reminders for Monthly, Weekly and daily meetings

Work with digital team to discuss ideas on best way to build the new car campaigns.

Review follow up and showroom visits

Dealer agreement:

We discussed and implement plan together.