

Management Action Plan – VO1

Specific – Measurable – Achievable – Relevant – Timely

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Dealership: Coggin Acura Ft. Pierce

Class & Student Number: A03/009

Current situation or challenge you want to address (narrow your focus): Current average of 32 Pre-owned sales @ \$1125. PVR is not acceptable or profitable for our Dealership

Overall objective (goal) and specific desired results: Sell an average of 42 Pre-owned cars @ \$1250 PVR

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

- Maintain an inventory of 45 retail units consisting of :

30% Acura Certified

30% 10k to 15k price point inventory

30% 15k to 20k price point inventory

10% Under 10k price point inventory

- Set and execute a daily purchase plan per V-Auto guide to avoid large fluctuations in inventory
- Coordinate with Regional UVD to place cars in Asbury stores that do not fit the Stocking Plan
- Set and manage standard of 3 days or less to market
- Price cars daily based on SRP/VDP data as opposed to every 5 days
- Manage appraisal process with the following criteria:

Set goal of 70% Look to Book

Set CTM of 80% at appraisal

Utilize Snaplot to take 8 photos at appraisal

Make Retail/Wholesale decision at point of appraisal

- Set target of 100% Car Film use for Internet Leads to send a personalized video to every lead to assist in setting an appointment
- Set and manage daily appointment goals in our morning Save- A- Deal Meetings

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

- We will implement all processes beginning Jan. 1, 2020
- We will manage these processes daily, weekly, and monthly

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:** Service Manager, Used Car Manager, New Car Manager, Regional UVD, Sales Associates, General Manager
2. **What:** Implement and coach to the processes daily. Utilize Performance Reviews to assist in training and managing the processes. Set Pay Plans for Sales Managers based on the goals that we set.
3. **By When:** Beginning Jan. 1, 2020
4. **How:** Track our progress and adjust according to performance. We will do this in our Daily Save-A-Deal meetings, our weekly Manager Meetings, and our Month-end reviews

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: The meetings will consist of tracking our progress in Volume and Gross. We will review the metrics to insure that we are doing all the right things to achieve our goals. I will solicit feedback to address any obstacles that may hinder our progress and adjust accordingly to remove the obstacles.

Signed by:
