

# Departmental Action Plan Template

Student Name: James Slezak

Class & Student Number: A03/09

Academy Week (Var II):

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

New Car Department not performing to market or company expectations

Overall Objective and **Specific** Desired Results:

Objective:

- 1) Increase New Car volume by 9% to 493 units                      Current- 453 units
- 2) Increase New Car PVR by 15% to \$1130                      Current- \$982

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

Action Plan:

- 1) Increase personalized video for New Car internet leads from 37% to 100% and manage the process daily in our Sales Huddle Up meetings
- 2) Implement a first touch policy for all internet leads and incoming phone calls. Management team will be the first responder to all of

these opportunities to increase the appointment set percentage of the store

3) Serve up leasing options to all retail buyers and 1-pay lease options to all cash customers to increase gross profit and closing percentages

4) Use allocation effectively to match our inventory to the market. This will increase opportunities and closing percentage without spending any additional money on advertising

5) Design New Car stocking plan by model and inventory cost to match what we sell to keep floor plan expense low but sales high

6) Improve gross profit by cutting dealer trade expense by utilizing New Car stocking plan

7) Use video advertising on YouTube to extend reach and inexpensively enhance our marketing efforts. Target high performing dealers in larger markets within 75 mile radius with conquest ads to increase traffic to the store

8) Increase efforts in our X-change program by opening it up to all Sales Associates. Identify the high performers and reward them with increased opportunities and bonus levels to attain

9) Add volume and gross improvement bonus to Sales Mgr. pay plans to drive the desired results

## **Timeline:**

Describe specific short term and long term checkpoints to monitor progress

\* Results will be measured in Daily Variable Managers meetings

\* Weekly Dealership Managers meetings

\* Monthly Dealership review meetings

## Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences (PINO, Gain, Pain).

Include timelines / Accountability / Monitoring process

- a. Who: New Car Mgr., Used Car Mgr., General Manager, Inventory Manager, Sales Associates, F&I Mgr., Digital Marketing Team,
- b. What: Plan was set prior to Jan. 1<sup>st</sup>. Discussed with key players and asked for input concerning any obstacles that they anticipate. Talked through the possible scenarios and received buy-in from the team. Have been tracking results for about 6 weeks and we are pacing above the established goals. Developed a New Car stocking plan that I use for every monthly allocation to stock the right inventory. The coaching occurs daily and the training is weekly for all Associates
- c. By When: January 1<sup>st</sup> 2020
- d. How: Written processes given to all Associates during training. Digital Team developed YouTube commercials. Myself and the Management team developed the New car stocking plan

## 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:

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