

Departmental Action Plan Template

Student Name: Anthony Albury

Class & Student Number: Variable Operations 2, A03-03

Academy Week (Var II):

Current situation or challenge you want to address: (must be quantifiable) Our Finance Compensation is 14.4 % which is 1.4% higher than the desired Asbury goal of 13%. I have a two man Finance Department. Both Finance Managers have solid tenure and are considered to be valuable employees to the team. In the interest of not having to cut their pay I am going to create another profit generating stream by implementing a new product to the store by the name of Resist All.

Overall Objective and **Specific** Desired Results: The overall objective is to have Resist All applied to every new and used vehicle at the time of pdi. At which point an additional window sticker will be applied to the vehicle displaying the Resist All product and retail price. The desired results will be to sell the product at a 50% closing ratio which will generate an additional \$15,000.00 in Finance income on average. That \$15,000.00 in additional income will effectively bring down the finance percentage closer to the desired goal of 13% without having to decrease anyone's pay structure.

Describe your action plan in detail (be specific and include before and after **Measurements**) Action Plan will be as such:

-All vehicles will have Resist All applied to the all new and used vehicles at the time of pdi and recon.

- All vehicles will have an additional window sticker applied to every vehicle displaying the Resist All and its retail price of \$899.00

- A Resist All Trainer will come in to train all Variable Team Members on product and presentation as well as role playing with each member at the conclusion to ensure that they are comfortable with the presentation.

- ELEADS will program Resist All to show on all worksheets at the retail price of \$899.00 for presentation to the customer.

- The product has a cost of \$324 with a \$300 pack. 100 (avg) total units sold a month, 50% closing of Resist All, $50 \times \$300 = \$15,000.00$ additional income.

- Salespeople will be spiffed \$30 dollars a product and Finance will benefit from having one more product towards their PPR.

- The Sales Managers will not be allowed to take the product out of any deal without the consent of the General Manager. Sales Managers will not be allowed to sell the product for less than \$469 in order to absorb the \$30 spiff paid to the salesperson.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

This will launch March 9th. The checkpoints will be measured by the General Manager on a daily basis (short term) as well as a weekly and monthly basis pertaining to profitability and closing ratios.

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: All Variable Team Members
- b. What: Training and Buy In (show what's in it for them)
- c. By When: Launching March 9th
- d. How: Meetings and Training
- e. As all discussed above.

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: Meeting went well! We have quite a few stores selling this product already in the Asbury Group so team is excited that we are raising our hand to be a Resist All Dealer!
