

Departmental Action Plan Template

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Class & Student Number: N353-28

Academy Week (Var II): 5

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

I would like to get ahead of the curve and switch our business to more digital retailing heavy and less reliance on floor traffic

Overall Objective and **Specific** Desired Results:

By end of 2020, I would like to be selling 15 cars per month through digital retailing with delivery service and 3 day money back guarantee

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

Step 1 - Establish a need with the staff for digital retailing and change in our market

Step 2 - After vetting the available companies, we must select the best vendor for our business to partner with

Step 3 - Vendor training! The staff must be well trained in how to monitor and engage with the product otherwise it will just be another widget on the site!

Step 4 - A process must be created beginning with the internet department, and eventually including all members of the sales team. That process would include how to handle each step that a customer goes through (if they stop at the credit app, stop at the down payment, go all the way to the contract, etc). Sales management will be key in monitoring and implementing this process, their buy-in and effort is essential to accountability and flow. The biggest challenge in

establishing this process is making a seamless transition from online to the actual buying experience when they walk in. Is the car gassed/cleaned/ready to go? What step did the customer leave off at? Are we prepared for the appointment?

Step 5 - Advertise and brand the dealership as "time saving" and "buy your car online" to let customers know this option is available. Add this to all our email templates/phone scripts/word tracks etc.

Step 6 - Monitor, train, re-train, and re-train!

Timeline:

Step 1 timeline - Already completed, staff agrees there is a need

Step 2 timeline - Have a vendor selected by March 31st

Step 3 timeline - Vendor training done within 2 weeks of selection

Step 4 timeline - The creation of this process has already begun, but process must be complete and ready to launch at the completion of Step 3, so within 2 weeks of selection.

Step 5 timeline - We will launch advertising as soon as the prior steps are completed, and will probably exclusively use our limited budget to push this concept for the next 60 days. After the first 60 days we will mix it in with standard offers, OEM info, used car offers ETC.

Step 6 timeline - This will be happening constantly throughout the process. It does not stop!

Overall timeline for unit sales:

Selling 5 units per month by June 2020

Selling 8 units per month by August 2020

Selling 12 units per month by October 2020

Selling 15 units per month by EOY Dec 31st 2020

This unit increase will be done through our efforts of training, monitoring, tweaking the process as we go through it, and through our branding efforts.

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:** Everyone in the sales department: GM (establishing store vision), GSM (store vision, monitoring, process creation, training), Sales Mgrs (store vision, monitoring, training, executing), F&I (preparing for incoming customers, timely focus), Sales people (executing process, delivering vehicles, being the forward face of the whole experience), Lot porters (coordinating with sales team to have vehicles ready to go)
- b. **What:** Transitioning to real digital retailing with quantifiable sales and results. Branding our business as “time saving” and “buy your car online!”
- c. **By When:** 15 cars per month by EOY 2020
- d. **How:** Buy-in, process, advertising, branding, and training

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:

Sponsor agrees this course of action is necessary and beneficial to the dealerships future. I am able to proceed with this plan on my own in my current position, and have already begun to do so!
