

Departmental Action Plan Template

Student Name: MILLIE GARCIA

Class & Student Number: NADA 353

Academy Week (Var II):

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

Overall new vehicle's sales have been very good for the past years. We want to continue with this and for that we need to keep pushing new ways of doing sales, maintaining motivation among sales force as well as keeping an eye on aged inventory

Overall Objective and **Specific** Desired Results:

1. Maintain consistent motivation among sales group. Work on weekly sales meeting agendas. Learn what different generations get excited with.
2. Maintain aged inventory (90 days plus vehicles) at no higher than 20%
3. Increase internet lead sales to 10% of monthly sales total.

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

Measurements)

1. Before NADA new vehicle's meeting we performed weekly meetings discussing issues and providing information, sometimes meetings are longer than half an hour. After NADA class we are now keeping meetings only to a max. of 15 minutes, starting with the recognition of a special event that someone has performed or sharing a best practice idea that will benefit everyone. We also dedicate 2 minutes for the group to express themselves on a specific need or an idea. We share everyone numbers to make sure no one falls behind and they can support each other.
2. Current situation with aged inventory is 51% over 90 days need to move units quickly. Main reason for such a higher number was some recall from manufacturer that had stop sales on them.
3. Current internet lead sales are at 5%. We trained a BDC person and we have developed her into a Client Advisor only to work on Internet Sales. We have developed a specific pay plan for her and we are working hand on hand pencil the deals

Timeline:

Describe specific short term and long term checkpoints to monitor progress

1. From weekly meetings - group response
2. Daily review of aged inventory to see what has moved and what still need additional push.
Maintain everyone involved and conscious of which units need to leave the dealer.

Provide incentives/spiff to move old inventory.

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: Sales Manager
- b. What: Simply by monitoring, coaching , communicating effectively
- c. By When: Every week, every month
- d. How: One on one with advisors and in weekly sales meetings. Gathering and sharing more information to get everyone involved.

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: N/A
