

Departmental Action Plan Template

Student Name:

Class & Student Number:

Academy Week (Var II):

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

Basically, we were not having the same sales process with the Used Vehicle Dept as we do at the New Vehicle Dept, and the F&I were not presenting menus on those deals, so we were not maximizing them, the back end was close to nothing. Out of 638 sales last year, we only sold 44 Service Contracts, and non of the other products available. Also, we want to impact every client who visits us, presenting Menus 100% of the time.

Overall Objective and **Specific** Desired Results:

- Increase PVR from \$1200 to \$1400 by July of 2020
- Make sure we meet compliance
- Interact with 100% of our clients
- Maximize every deal

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

- Menu presentation in 100% of our customers
- Measure utilization of Menus through Darwin and CDK on a daily basis, we started using Darwin a few month ago, so the metrics were not precise.
- Keep F&I's well trained and updated, so they can be effective, sharp and within the law.
- Identify and train possible F&I personnel, in order to be ready if the opportunity opens.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

In order to reach our goal, we will need to track presentation of menus and effectiveness of closers on a daily basis. Quick one on one every morning with the staff, review Darwin's metrics, discuss results, challenges and opportunities in order to keep focused. This way, we can also analyze if we currently have the correct number of closers we need in order to reach our goals, making sure they are not burning out .

The management team also meets monthly with our Operations and Sales VP, and discuss the results of the previous month, analyze KPI's, see where we are at in comparison with our budget, in order to make adjustments, get feedback and make sure we are on the correct path.

Also, the F&I team of our group, have quarterly meetings to discuss results, share good practices, experiences, and results, in comparison with our budget. It also brings them together, we have multiple stores, so it is important that everyone's in the same page, with the same processes and rowing in the same direction.

We started implementing this project as soon as we came from our week at NADA, and we'll paste our results, with all the metrics and KPI's we need to keep on track and obtain the desired results.

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: Joel Santiago, F&I Director for the group
Leon Harrison, F&I closer
Hiram Rivera, F&I closer
- b. What: Maximize utilization of F&I menus on 100% of the clients, regardless of what they are buying. Reach the desired PVR of \$1400. Make sure every client is fully aware of what they are buying, and making sure they meet compliance standards on every contract.
- c. By When: By July 31st 2020
- d. How: In order to meet our goals, we need to make sure everyone's on board, it's happening since we had our first meeting with them, and the results show it. We also need to keep our KPI's monitored daily in order to make adjustments and address any issue or situation quickly, so we can stay on top of our game. Education and training is vital to make sure they are well prepared and sharp, in order to maximize every opportunity they work, and also make sure they are representing the company by our standards. Our HR department keep us enrolled in capacitation trainings constantly with external coaches, for different aspects of our business, making sure everyone goes the same direction, and are well educated and at the best of our abilities. The only way to make sure we hit our objective is supervising on a daily basis, making accountable each player for their performance, and giving them the tools they need so they can perform and be greatly effective.

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:
