

ACTION PLAN 1

- S** Specific
M Measurable
A Achievable
R Relevant
T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

My goal is to reduce new aged inventory 90+ by 70%. This goal will be achievable by January 4th, 2021. My current new aged inventory 90+ is 170 units. I will speak with both my sales managers and my sales staff regarding new aged inventory, where they can find these units, and an approach on how to sell these vehicles. We will measure this goal weekly by looking at how many new aged inventory we sell every week.

BOTTOM LINE: Benefits of Achieving Your Goal

- Less floor plan expense
- Buy faster turning inventory
- Reduce sales compensation
- More retail sales
- Increase Gross Profit
- Happier customers

Consequences of Not Achieving Your Goal

- No Co/op dollars
- Will not be able to order new vehicles
- No PDI's
- No accessory sales
- Increase floor plan expense
- Less profit
- Less retail Sales

When will you start? October 15th, 2020.

How will you gauge your progress? When? Using which metrics?

I will gauge my progress daily, weekly, and monthly by displaying new aged inventory 90+ on the board in the sales office. This will allow both sales managers and sales staff to focus on our task at hand and see the results by analysis daily, weekly, and monthly. Also keeping this report where it is visible will be a reminder of our end goal.

What specific actions will you take to achieve your goal? Who can help you?

- I'm going to move all aged new inventory to one location of our lot.
- Put manager specials stickers on every vehicle, as well as lease special hang tags (better merchandise).
- Have a meeting with the sales managers and sales staff about our plan to reduce new aged inventory, where they can find new aged inventory, and how to steer a customer to a specific vehicle. In other words create excitement.
- Demonstrate a scenario, for instance; if a customer is looking to buy a new gray KIA Soul that has been on our lot for 30 days and we have the same color and model vehicle that is 100+ days old, the sales person must sell/steer the customer to the manager special aged vehicle.

The staff that will help me achieve this goal will be our lot porter (organizing our lot, and moving vehicles to the current location), detail department (assuring the vehicles are clean and presentable), Sales staff (selling customers the vehicle), and sales managers (closing the deal and assuring the customer is content).

Potential Challenges?

- Keeping staff focus on the main goal.
- Trying to sell the customer a color/package that they do not want.
- CSI could decrease.
- Front end gross can decrease.

Potential Solutions?

- Revisit the goal daily in our morning meeting.
- Better deal.
- CSI manger speaks with customer at time of delivery.
- Make-up in the back-end.