

Departmental Action Plan

Student Name: Brian Weiss

Class & Student Number: 323 33

Academy Week: week 4

Current situation or challenge you want to address:

We have been having problems with ageing used inventory, many cars over 60 days and even 90 days. We also don't have enough inventory for our lot. We have been getting less retail able trades than years before. We are also selling more used than years before.

Overall Objective and Specific Desired Results:

The objective is to Bring more inventory in and have a better system in place to move them in under 60 days. Our sales manager prices many units too high in the beginning and doesn't lower the price fast enough to move them in a timely manner. We want to keep fresher cars on the lot and keep our aged inventory low.

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

The plan is to price units at 95% of market for the first 30 days then drop to 90% until 90 days we are going to penalize the used car department on any car older than 90 days. We will also Be buying more cars at auctions than before. The plan is to have 60 units on the lot and ready for retail at any time. We are using 90 days instead of 60 days due to our location we are in a small town are a 60 day hard turn police will not work.

Timeline: Describe specific short term and long term checkpoints to monitor progress

This is going to be implemented immediately. Over the last few weeks we have been clearing out our older cars and have started buying more cars. We want to be at 60 units by the end of October.

Meeting with Stakeholders (dealership personnel)

Describe what behavior change is needed to support desired goal. Address required coaching, training and/or consequences. Include timelines / Accountability / Monitoring process

- a. Who: Sales Manager
- b. What: Pricing to market every car can't be a home run, trying to hold to much gross.
- c. By When: We have already sat down with the dealer and discussed
- d. How: Weekly meetings

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:

This is how he has always wanted it done and how he used to do it when he ran the day to day. The concern is our sales manage not following what we want. We are planning on looking at this weekly. We are sending a aged inventory report out twice a week so everyone can see what is going on and what cars may need more attention.
