

# Departmental Action Plan Template Truck

Student Name:

Class & Student Number:

Academy Week (Var II):

Current situation or challenge you want to address in the following categories, please select one:

1. Sales Meeting Best Practices
2. Employee Retention
3. F&I
4. New Truck Inventory
5. Gross Profit Retention

# 6. New Truck Sales Process

- **Overall Objective and Specific Desired Results:** To increase F&I Penetration On both New and Used Truck Sales.
- **Describe your action plan in detail (be specific and include before and after measurements):** The Plan is to increase F&I Penetration from its current state of less than 20% to 50% Short Term, to eventually exceed 80% within one year. Currently the Sales Team takes the lead from the customer, meaning there is no set process in place to assure that the F&I Manager sees every Deal. The action plan is to have every deal be reviewed by the F&I Manager, regardless of the customer's intent (customer may not be aware of rates and or advantages of other sources of financing).
- **Timeline:** With regards to timeline, F&I Review of every deal will begin immediately; review will become part of the Weekly Sales Meeting. Sales Team when reviewing Deals will give status of F&I involvement and F&I Manager will give update on the status of the funding process. Penetration will be monitored monthly, through the P&L Review and process changes can be implemented if the desired results are not achieved.
- **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
  - The desired change for this process is to have each deal presented to the F&I Manager for review. The Sales Team will need to have confidence that the Sales Process will not be slowed by F&I Manager Review and that the F&I Manager will work in concert with the Sales Team Member. The Process will be explained at the weekly Sales Meeting and going forward reviewed weekly as

part of the Weekly Sales Meeting. Results by Sales Person will be posted by Penetration Ranking in the Sales Administration Office.

- Who: F&I Manager, Sales Team (New and Used) and Sales Administrators
  - What: Increase F&I penetration on each unit sold
  - By When: Begin process immediately, review monthly
  - How: Have each Deal reviewed by the F&I Manager to provide options for each customer.
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