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CLASS: N381

HW #3: SALES ACTION PLAN

04-18-2021

What problem is the sale's department currently facing ? One issue my sales department is currently facing is the length of time it take for our preowned inventory to be front line ready. A crucial part in preventing aged inventory and creating high turnover is having a process in place from the time a preowned car is taken in to the time it is sold. Currently our average market ready time is four days. I believe this can be cut in half if a few changes are made to our process.

How do you plan on addressing the issue? A crucial part in decreasing the length of time it takes to make a preowned car front line ready is clear line of communication between the service and sales department. I believe there should be a designated used inventory manager, not a porter or a generalized sales manager who acts as both a used and new car manager. But one assigned person who monitors the history of the vehicle from the time it is taken in to the time it is sold. This persons job will be to review all appraised vehicles creating an excel spread sheet showing our newest to oldest preowned vehicles. Insuring all vehicles be ran through service and a used car check be performed within first 24 hours of arrival. He or She will sit with the GSM and GM in regards to any R.O needed on a daily basis for thus used vehicle to pass inspection and make sure by day two that vehicle has be detailed, photo'd and is ready to be advertised.

How do you keep track of whether this new plan is successful? It is as simple as watching to see if one your pre-owned inventory turnover has increased and monitoring to see if the average amount of time it takes for your preowned inventory to be front line ready has decreased.