

## ACTION PLAN

What will you do differently as a result of what you learned in this section?

Digital Retailing - We've encountered a change moment. Clients have changed the way they are doing business. They want control.

What will be the benefits of making these changes? What will be the consequences if you don't do anything differently?

The benefits to Digital Retailing is capturing business outside the area of responsibility. The trend to Digital Retail is building by the manufacturer and private business. Examples Carvana, Carmax and Vroom. Clients want to do as much of the process that they feel comfortable with from home, 85% want to do some part of the transaction on their own. Examples trade in, credit approval payment.

What obstacles might you encounter and how can you overcome them?

Pushback from salespeople and managers. Dealership personnel wants a conventional sales process only. Push back from the Finance Dept that feels the same way that a digital client won't buy products. As demographics switch to younger buyers, they've grown up using digital tools.

Identify your first few steps and the people who can help you with them.

Implement Accelerate tool from Shift Digital and increase presence on website. Look for consumer triggers of a digital client, read the lead and click the link. Value the information left behind by the customer and use it to formulate your plan. Cater your tool for a shift to a mobile platform and a 24/7 buying cycle. Get buy in from whole sales staff and BDC.

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