

Departmental Action Plan Template

Student Name: Shawn Ludwig
Class & Student Number: N323 - 20
Academy Week (Var II): Variable II

Current situation or challenge you want to address based on the Jennifer Suzuki Outline: (must be quantifiable)

I was recently moved to our Acura store and in order to grow the Lithia brand our Acura store needs to become RSE (retail sales efficient). Our Acura store currently is not and never has been.

Overall Objective and Specific Desired Results:

Our objective is to become sales efficient, we currently reside at -29.54

Based on the math and discussions with our Acura rep, the basic goal we need to sell, on average 70+ units per month and our desired results are to be sales efficient by June 2018.

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

We are going to market through our database aggressively, our service drive and our websites. We have our latest data from 8/31/17 that shows us at -29.54.

We will pull our reports on the 20th of each month to see where things fall and will adjust from there. If we are not progressing as we feel we should, we will take advantage of ACCP program that Acura offers and maybe place vehicles into company vehicles

Timeline:

Describe specific short term and long-term checkpoints to monitor progress

We will use the reports from Acura as our guide to ensure are on schedule to reach our goal of 0% or above for retail sale effectiveness. The reports run on 60-day lags, but we should have a good idea of where our strategy is working and where it isn't.

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

- a. Who: Shawn Ludwig
- b. What: RSE
- c. By When: By June 2018
- d. How: by selling the amount of cars needed to reach the goal of 0% or higher

Pain/gain is a large bonus for myself is tied to us getting RSE by June 2018.

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:
