

Departmental Action Plan

Student Name: John Kobylanski

Class & Student Number: 036-12

Academy Week: Week 4

Current situation or challenge you want to address:

To get a better pulse of the market to make sure our trade values are in line with what the market is at along with our competitors. It seems we are often on the low end of trade values, which can hinder potential future sales with customers.

Overall Objective and Specific Desired Results:

I would like to see better communication with our Used Truck Manager with his contacts and to utilize all available information out there to find pricing. The market is ever changing and we cannot always be on the low end because of what it will do to our new sales. The desired result is for the used department to work hand in hand with the new to drive business forward. Possibly look at new truck salesman to do quotes and to be held responsible for the used sales as well and if they overestimate the pricing they are held for the potential loss on the deal.

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

Work with the Used Truck Manager on the different avenues to find pricing. Going to the NADA Website, Ritchie Bros Auction Sits, other Auction sites, and other contacts. **COMPLETED BY 12/31**

Review previous trade amounts with Manager to see if they are in line or low **COMPLETED BT 12/31**

Talk to New Truck Salesmen to see their thoughts on Used Pricing and to see what their pricing would be on trades and review lost deals because of this **COMPLETED BY 12/31**

Review current trade values for potential deals with Manager **COMPLETED Weekly**

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

Looking to add 10% GP to Used Truck Department by end of 2018

Continue to be the best place to sell/trade a truck

Work the 120 day policy to ensure we are maximizing our dollars and not fearful of this end game time frame

Work with all salesman to understand their frustrations

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: Used Truck Manager Steve Lanier
- b. What: Trade Values Consistency With Market
- c. By When: December 15, 2017
- d. How: Face to Face Meeting

There will be weekly discussions with Steve about this area of concern. I will have him at the end of the week send a report with his trade numbers and the process that he came up with these numbers. I want to see progress of using auction sites and other people to come up with these numbers. Fail to do this will result in a documented meeting and repeated issues of this could result in termination.

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:

Positive meeting with her and we talked about how it could be a benefit to not only this store but our entire company.
