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NADA CLASS # 391



ACTION PLAN 1

(S) Specific

(M) Measurable

(A) Achievable

(R) Relevant

(T) Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

MY GOAL AT CONCORDVILLE NISSAN IS TO INCREASE C.P.O. SALES VOLUME. THE TWO METRICS = AM LOOKING TO IMPROVE OUR VOLUME OF SALES & REGIONAL C.P.O. RANKING. WE CURRENTLY ARE BETWEEN 6-8th PLACE IN THE REGION. I WILL BE MONITORING MY GOAL FROM MONTH TO MONTH AND PRIOR YEAR SALES FOR THAT MONTH.

① BOTTOM LINE: Benefits of Achieving Your Goal ② Consequences of Not Achieving Your Goal

Benefits: Higher volume in sales will increase profit in sales department, will increase profit in service department. Another benefit is that we will be taking in more trade ins that are less expensive cars. \$10-15K trade ins are near impossible to buy at the auction.

- ADDED UNITS will also allow sales to achieve their volume bonus levels.

- Selling additional C.P.O.'s will also allow more customers to experience the Nissan brand which will allow for additional future customers & opportunities.

When will you start?

Consequences: will be loss of income & profit in cars if they age.

How will you gauge your progress? When? Using which metrics?

↳ Process has started last week of Oct 2021.

- I will be gauging my progress weekly from previous month & year to date.



What specific actions will you take to achieve your goal? Who can help you?

GETTING CARS front line ready faster! GETTING ALL retail CARS detailed, stopped, & pictured BY DAY 5. FIVE DAYS IS A very long time - But we are currently at (9) DAYS. Which is horrible.

- I am going to need help from my service manager, Detail manager, & SALES STAFF.
- ALL TRADE VEHICLES will be parked in a specific spot. Decision on retail or wholesale will be made the following morning after trade in.
- The cars that are going to be retail cars will go into Detail immediately - so they can be pictured & go live on the website and third party sites within 2 days.
- VEHICLES need to be closely followed to ~~see~~ ensure they are in the shop ASAP.

Potential Challenges?

Potential Solutions?

The initial challenge to this process is going to be, that customers are going to want & purchase cars that may not be completed in the shop. Setting their expectations may be difficult.

- The solution that will result from this process is going to be the pressure from sales to service to get ~~the~~ cars done for the prospective buyer. This will speed up service because they will be held accountable by sales to finish cars so they can be delivered.