

Departmental Action Plan

Student Name: Sean O'Brien

Class & Student Number: N326-09

Academy Week: Preowned Vehicels

Current situation or challenge you want to address: I would like to increase volume from our current 40-50 cars per month average to 60/m (short term) and 100/m (long term).

Overall Objective and Specific Desired Results: I would like to increase volume from our current 40-50 cars per month average to 60/m (short term) and 100/m (long term).

Describe your action plan in detail (be specific and include before and after measurements): In order to achieve this increase in volume objective, I will be utilizing the tools we already have in place to monitor pricing very closely. The only way I can achieve this goal in my market is to gain market share, as the overall population of potential customers is NOT growing. Thus pricing is extremely important, especially in light of the immense competition in our market. In addition, AI will start exploring alternative means of acquiring inventory to try and gain an advantage on our competition. I also need my salespeople to buy in and start doing MORE to get customers in front of them in their "downtime". I have a growingly complacent salesforce in our preowned department and need to light a fire under them.

Timeline: Describe specific short term and long term checkpoints to monitor progress. As of April 1, 2018 (3 months into year), I want to be averaging 60 cars/month. This average should continue throughout 2018. The 100 units per month is a long terms goal as we are currently far away from this goal.

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: I need to begin monitoring competitors pricing and inventory even more closely IMMEDIATELY.
- b. What: See above.
- c. By When: By April 1, 2018 I would like to have reached my goal or made substantial progress towards reaching 60 units per month average.
- d. How: See previous.

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:

My dealer is excited about my goals and is encouraging me to take any steps I can toward them.
