

# Departmental Action Plan

Student Name: Daniel Gervais

Class & Student Number: N326-02

Academy Week: Week 4

## **Current situation or challenge you want to address:**

The current situation is twofold. We need more good trades for our used car department and we need to increase New Vehicle sales.

## **Overall Objective and Specific Desired Results:**

Increase trades and overall new vehicle sales.

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

Before I get into the action plan I want to preface this by indicating that we are a group and have several dealerships that are currently successful in converting 54% of customers with trades into new vehicle sales.

## **Action Plan:**

Within our group we have an independent wholesale division, every Thursday morning we have new car sales manager meeting (every new car manager from every dealership attend). What I am now putting into place is that every new car manager is to bring to the meeting every deal that we quoted on with a trade involved to give to my wholesale division manager. He will then see if he is successful in increasing the trade value either by placing the trades or actually paying what they are worth (not that used car manager try to steal trades haha). This will keep the used car managers honest, give a reason for the new car manager to call the customers back and overall increasing our closing ratio and giving us more trades this all equaling more profit for everyone.

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

This will be implemented immediately, monitored weekly and measured monthly. This is a win win for all parties and departments

### **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: New car managers, Used car managers, Wholesale division manager and all the GM's
- b. What: Bring list of lost deals with trades to Thursdays meetings
- c. By When: immediately
- d. How: e-mail being sent to all involved, this will be non negotiable.

### **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:

---