

Departmental Action Plan Template

Student Name: Eric Eichelberger

Class & Student Number: N325 - 06

Academy Week (Var II): February 12th, 2018.

Current situation or challenge you want to address:

-Our current situation has us producing at \$500 less front end gross per vehicle retailed for 2017 as compared to 2016. We have arrived at this point because of inconsistent salesperson and desking processes. We are not consistently desking from MSRP and holding on the trade. We also do not consistently take the customers through a complete sales process to show and sell the value of our brand.

Overall Objective and Specific Desired Results:

-The objective is to achieve an increase in Front end gross profit through a consistent and regimented sales and desking process.

-The desired result is an increase of \$250 PVR by the end of June and an increase of \$400 by the end of the year.

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

Sales Process:

- 1) Greeting – “Hi! Welcome to Younger Toyota. I’m _____, and you are _____? It’s nice to meet you _____. What exactly brings you to our dealership today? Great! Follow me and we’ll see how I can assist.” The customer is then brought to the salespersons desk.
- 2) Needs Assessment – A proper interview of the customer and their wants and needs. Also includes asking about their current vehicle, if a vehicle is being replaced, is anyone else involved in the purchase, etc. The customer is also logged into Elead at this time using the correct lead and source(we need to know where they come from to do the correct advertising).

If a trade appraisal was necessary the sales manager will determine the appropriate time to have the vehicle appraised.

- 3) Sales Manager Greeting – After getting a good idea of the car to show the customer the salesperson comes to the sales desk and informs the manager of the situation at hand. The sales manager can provide any insight as to the unit being shown. (Is there an old age unit they may work, etc.) While the sales person gets the key and brings the car around the Manager will go greet the customer and thank them for coming in.
- 4) Presentation of Features – Present the vehicle selected with a focus on the customer's hot buttons determined during the needs assessment. Pair the customer's phone to the vehicle and allow them to explore Bluetooth streaming and then ask them use the car to dial your own cell number to make a call. Step outside of the vehicle, say a sentence or two, hang up and return to presenting the rest of the features.
- 5) Demo drive – Allow the customer to drive the vehicle on our approved route. A sales person must be present on all test drives. This time can be spent reinforcing how the vehicle rides and drives with yes/no questions. "Sure is quiet in here, isn't it? Sure rides nice, doesn't it?"
- 6) Confirmation Of Vehicle – When approaching the dealership at the end of the demo drive is the best way to attempt the first trial close. "You said you like the way the _____ rides and drives. It has all the features you want, correct? Is there any reason you wouldn't take it home with you today?(OR "Is this the car you would like to own today?) Hang a sold/hold sign from the rearview mirror at the end of the demo drive.
- 7) Take the customer on a tour of the service drive before presenting figures.
- 8) Presentation Of Figures – After confirming we have the right car (or if a dealer trade would be necessary, that car) touch base with the sales manager. (This is also a great time to offer the customer a refreshment.) Sales person then stays with the customer at their desk until the sales manager bring the worksheet out to them. The salesperson then presents the figures and after presenting remains silent until the customer speaks. If the customer makes a counter offer it needs to be a reasonable counter. Have the customer sign the worksheet at the figure or payment with which they will purchase the vehicle. If the customer will not commit to the vehicle, the figures may not be the problem. Verify again that we are on the correct vehicle and then go back to a figure the customer will purchase at.
- 9) Delivery Paperwork – If the customer is financing the next step is a credit application followed by collecting the driver's licenses and insurance information. **ACCESSORIES MUST BE PRESENTED ON 100% OF NEW CAR DEALS!** If a vehicle is being traded a copy of the registration card is required. If the customer wants to transfer a tag the original registration must be collected. Collect the trade title.
- 10) Then turn your folder in to the sales manager. Take the vehicle to clean up and then stay with the customer until F&I is ready to take the customer in.

Sales Manager Guidelines:

-ALL appointments will be confirmed through click to call

-All customers will be T.O'd at the very beginning of the deal

-All first pencils will be presented at MSRP(the only exceptions are window hangers and pre-arranged internet pricing) with at least 1000 held on the trade(MUST USE KBB ICO ON EVERY ELIGIBLE DEAL). All first pencils will have both lease and purchase terms with a cash down amount of at least \$2500. We will not over-allow on any vehicle with an acv under \$1000.

- All pencils are to be delivered to the salesperson and customer at their desk
- A salesperson will be given no more than 2 total pencils without the sales manager involved in negotiations.
- The finance department will submit all deals for bank approval.
- All unsold customers will be contacted by the salesperson 3 hours after leaving
- All SOLD and UNSOLD customers will be called(using click to call) by the desk manager the next day
- It is the responsibility of the desk manager to ensure that the inventory board, key board, and lot inventory are kept current and correct. All DX's are to be marked sold in Homenet immediately upon completion to avoid customer issues.
- Training will take place AT LEAST 2 times per week with the entire staff.
- Daily workplans will be initiated by the desk, checked for completion, and turned into the GSM
- Monthly targets will be assigned with the salespeople and reviewed weekly (use the delivery board for this)
- Ensure that salespeople are marking their customers progress in elead (demo, to, writeup, etc.) We will use the stats to coach and guide our people.

Timeline:

Describe specific short term and long term checkpoints to monitor progress

- The PVR will be measured weekly to ensure that we are moving towards our desired result. The General Sales Manager and General Manager will be observing salesperson and manager interactions to ensure consistent compliance with our Sales Process.
- The processes are to be implemented immediately and carried out consistently in an ongoing timeframe.

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:

-The plan has been discussed and agreed that we have the necessary steps laid out to ensure the results we need moving forward.
