

Departmental Action Plan

Student Name: Paul Nauman

Class & Student Number: 330-12

Academy Week: 4

Current situation or challenge you want to address:

Increase turn and increase front gross PUVR to utilize dealership capital efficiently and maximize Gross Return on Investment.

Overall Objective and Specific Desired Results:

Consistent 12 turns, \$1500 Front Gross PUVR by EOM June 2018

This will result in a \$158,388 annualized gross profit increase.

Describe your action plan in detail (be specific and include before and after measurements) As of month end March we are running at 11.3 turns and 1401 YTD Front Gross PUVR. Our goal, in the interest of realistic and achievable is 12 turns and 1500.00 PUVR by EOM June 2018. Actions as follows:

- **Utilize V-auto, Stockwave, Auction genius, and in store sales history to guide acquisition of in-demand inventory.**
- **Utilize 'Know your Cost' program to monitor and track recon process and time to lot. Daily updates with service and detail.**
- **Price to market using v-auto with a mind to sell in first two weeks to 30 days rather than 'swinging for the fences' every time. Know that each vehicle has specific desirability and market days supply.**
- **Process for photos immediately and description/pricing right away**
- **Adhere to strict 60 day turn- Retail all that are possible with proper pricing, wholesale immediately when necessary.**

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

We will utilize v-auto, and CDK to monitor results during the month and conduct a financial review with the operating report at month end April, May, and June. Our goal is to be at 12 turns and 1500.00 front gross PUVR by EOM June 18.

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: **Dave Bookey UCM, Paul Nauman GM**
- b. What: **Detailed in Action Plan**
- c. By When: **EOM June 2018**
- d. How: **Referring to timeline above, we will chart out progress on a weekly basis and at month end. We will look for trends and discuss and implement adjustments.**

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:

Copy of this plan to Jeff Lupient and Denny Quinn in lieu of meeting.
