NADA ACADEMY

ACTION PLAN 1

S Specific | M Measurable | A Achievable | R Relevant | T Time bound

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

I want to increase my new car turn rate from 3 to 5 to by June 30th, 2023.

BOTTOM LINE: Benefits of Achieving Your Goal

Reduced Floor plan Expense
Get new car days' supply in line with guide
Increased New Car GP (above and below the line)
Increased FI income opportunity
Increased potential of retail trades

Consequences of Not Achieving Your Goal

More cash wasted on floor plan
Less opportunity for FI
Less New Car GP
Less opportunity to earn more ideal allocations

When will you start? Today! March 25th, 2023.

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

page 37 in my workbook using the new vehicle calendar-year inventory turns formulas (including calculating cost of sales and inventory days' supply). I will monitor 2x per month on the 15th and 1st.

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

*My sales team will help me!
*I will ensure they know the dollar amounts tied with each increase in units in their pay. We have a pay plan in place to benefit them by hitting volume.
*I will authorize additional discounts when desking new car deals to get our days supply back in line and turn rate up
*I will create a hit list of units with specific market based prices (using vAuto) to turn the most aged/least in demand inventory

Potential Challenges?

*Interest Rates
*Low Traffic
*Volvo is sending us more cars than anticipated and at a faster rate than we have ever seen
*BEV's specifically are over supplied and not in demand and comprise the bulk of my aged inventory

Potential Solutions?

*Use of Automotive Mastermind to deliver a consistent message to our customer base
*Additional use starting in April 2023 of Conquest mailers with AMM to bring in new customers
*Consistent pricing, holding every member of the sales team accountable by auditing new car deals desked daily and having discussions daily.