

MATT SHERMAN
SILKO VW
N421



ACTION PLAN 1

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

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

Increase used car turn rate.
Move from 6.15 turns to 9 turns by 5/31/23.

BOTTOM LINE: Benefits of Achieving Your Goal

Keep cash flowing into the dealership, having fresher used inventory on the lot, reduce used car "boarding" expense. Gives the sales staff more opportunity to sell vehicles, give service and parts more opportunity to service cars and sell parts. Most importantly adding net profit to the bottom line.

Consequences of Not Achieving Your Goal

Continue to lose money in the used car department.

Already started on 4/1/23

When will you start?

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

Calculating used car days supply, turn rate and days to front line. Will continue to closely monitor gross profit, and net at months end.

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

Cheaper inventory moves quicker, we need to source less expensive cars. Any car that is traded, no matter the years and the mileage (as long as its a safe car) goes to the front line. Not every car needs to be a "creampuff" some of the rougher cars we can also sell. Look at used car pricing and marketing, on every car, every day.

Sales managers can help by trading cars right, helping acquire street purchases, and keep a close eye on pricing/marketing.

Used car manager can help with acquisition, and also monitor pricing/marketing.

Parts can help source cheaper parts for some of the older/higher mileage cars, junkyards, ebay etc.

Service manager will help by making sure cars get through the shop in a timely fashion. Closely monitor tech proficiency.

We will also now add pictures as soon as a car arrives, and not wait for the photo company to come out and take pictures. Photos won't be perfect/car may be dirty, but its better than having a "coming soon" logo.

Potential Challenges?

Sourcing the cheap cars, and supplementing with auction buys.

Shop getting backed up with customer work and not getting to the used cars.

Potential Solutions?

Push service to keep cars moving, monitor tech proficiency.

Stay on top of staff to find street purchases (they do get spiffed).