

Departmental Action Plan

Student Name: Lance Castle

Class & Student Number: N332 –43

Academy Week: Week 4 Variable Operations 1-Pre-Owned

Current situation or challenge you want to address:

The marketing of our used vehicle inventory is horrible. We currently have 3 of 22 vehicles (13.6 %) listed on our website with correct, complete, and attractive pictures. The store has zero videos. We are simply too small of a used car operation to not have our used vehicles merchandised correctly. We can't afford the miss.

Overall Objective and Specific Desired Results:

Similar to our inventory turn policy and days in-stock policies, we have to set a process and policy in place to assure our vehicles are on the lot in a timely manner with the 20 pictures required and a video link available.

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

The new policy will include the responsibility of the pictures/video processing be moved from a receptionist/BDC employee to the Used Car Manager. The UCM will now take all pictures and a video to be uploaded to our website within 24 hours of the vehicle being available and prepped for the sales lot. Measurement will be competed at a bi-weekly meeting with the UCM and GM to review the current status and website.

This tracking is not happening currently.

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

June 1st is the start date of the new policy and process. The Used Car Sales Manager has been given the training and tools to complete the process.

The bi-weekly meetings to review progress will continue as part of the Used Car Managers and GMs weekly work plan.

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:** Used Car Manager and General Manager
- b. **What:** Used Car Manager is now charged with the responsibility of making sure all used vehicles are merchandised correctly on our website
- c. **By When:** June 1st.
- d. **How:** Used Car Manager will be trained by the Gurley Leep Digital Team on the correct sequence of photos and video layout. He will be trained to upload material to our website by the same digital team.

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:

Meeting went great. Process is set.
