



HOMEWORK ACTION PLAN

S SPECIFIC
 M MEASURABLE
 A ACHIEVABLE
 R RELEVANT
 T TIME-BOUND

Name Michael J Tarasuik Class # N421

Dealership Albrecht Buick GMC of Wakefiled Date 10/20/2023

Current Situation or Challenge to be Addressed:	Used Car Aging		
Current Performance Level (include specific measure):	20% of Inventory over 60 days / Average cost to market is 91%		
Goal (what do you want to achieve?)	Have an average cost to market at 86%		
Goal Performance Level (include specific measure)	The goal is to have the store at a 86% cost to market , this will be measured through V-Auto on a daily basis .		
Goal Start Date:	11/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	11/1/2023	Performance Objective:	Have everyone agree on a base line
Second Check-in Date:	11/27/2023	Performance Objective:	To be at 89% cost to market
Third Check-in Date:	12/4/2023	Performance Objective:	To be at 88% cost to market
Fourth Check-in Date:	12/31/2023	Performance Objective:	To be at 86% cost to market
How does your goal align with the dealers' vision?	We are in full agreement to bear down and work our appraisals and own them right to price them right so we have no aged units .		
What are the potential benefits of achieving your goal?	The benefits are as follows : Aggressive online pricing , the ability to leave some gross on the front end , more hits online because we own it right . Faster sell rate and faster turn rate . More service gross from internals , a motivated sale staff .		
What are the potential consequences if you don't achieve your goal?	Higher online pricing which would lead to less hits online and the car could go aged there for inpacting front end gross and effecting overall sales and service gross .		
Why is the goal important to you?	To me knowing this can be done because in my case I have seen this in action and I know when this is done proberly you cannot over estimatate the bebefits .		
Potential Obstacles	Managers staying consistent with the same appraisal process. Getting the salespeople trained up to handle trade value objections .		

HOMEWORK ACTION PLAN

S **SPECIFIC**
 M **MEASURABLE**
 A **ACHIEVABLE**
 R **RELEVANT**
 T **TIME-BOUND**

Potential Solutions	Daily training and trade walk-arounds , word tracks for the sales force
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	300 dollar bump to front end for an esimated 208,800 to the bottom line .

What specific actions or steps will you take to accomplish your goal? What will you do differently or improve? For each, be sure to include necessary resources, who is accountable, the measurable result, and dates.

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Monitor trade appraisal process	V-auto	GSMs and Salesmanagers	To monitor trade appraisals daily which should result in proper ACVs	11/1/2023 and daily
Reconditioning estimates	Experienced appraiser and better walkarounds	GSMs and Salesmanagers	Accurate reconditioning numbers and accurate appraisals	11/1/2023 and daily save a deal meeting
Click or tap here to enter text.	Click or tap here to enter text.	GSMs and Salesmanagers	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

As you work toward your goal, it’s important to have interim check points with specific, measurable objectives so your team can hold themselves accountable. If everyone knows the goal and objectives, you don’t have to spend your valuable time micromanaging.

HOMEWORK ACTION PLAN

S SPECIFIC **M** MEASURABLE **A** ACHIEVABLE **R** RELEVANT **T** TIME-BOUND

Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

By showing the results on a daily basis at the morning save a deal meeting and showing the financial benefits through the statement on a monthly basis .

Describe any planning or implementation meetings conducted as part of development of your plan.

I looked at our profits with the NADA turn analysis and had my whole team sit with me so I could show them all in black and white . They could all see with clarity the what's and the why's on why I was implementing this .

Sponsor Signature:

