

HOMEWORK ACTION PLAN

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

Potential Obstacles	Lack of used inventory. Fast pace market change.
Potential Solutions	1.Require 2 Buy ins from each sales person (5 sales people) per month, by using a remote appraisal link for private sellers. 2.Weekly price changes, to be aggressively positioned to the market.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Currently we are generating \$72,000 gross for front and back end combined. We would see an improvement of \$28,000 by reaching the target of 25 used sales per month.

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
Link sent to 2 private sellers per sales person per day	1.Openlane remote appraisal link 2. Facebook market place, Kijiji, Craigs list.	Each sales person	2 Buy-ins per month per sales person, which will produce 10 buy ins per month.	Oct 01, 2023, daily one on ones, with mid, and end of month check-ins.
Sell 1.25 or more used cars per week	1. Enough used inventory. 2. Aggressively priced inventory. 3. Using our email evaluator with every internet lead that comes through.	Each sales person, and corresponding sales manager.	5 or more used sales per salesperson per month.	Oct 01, 2023, daily one on ones, with mid, and end of month check-ins.
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Name Marcelo Suvillaga Class # V01

Dealership Subaru of Nanaimo Date 10/26/2023

Current Situation or Challenge to be Addressed:	Increase our used sales		
Current Performance Level (include specific measure):	18 Used Sold		
Goal (what do you want to achieve?)	Sell 25 or more used cars per month.		
Goal Performance Level (include specific measure)	Each of the sales representative sells 5 or more used cars.		
Goal Start Date:	10/1/2023	Goal End Date:	12/31/2023
First Check-in Date:	10/21/2023	Performance Objective:	19 Used or more sold, plus 8 Buy-ins
Second Check-in Date:	10/31/2023	Performance Objective:	25 Used or more sold plus 10 Buy-ins
Third Check-in Date:	11/30/2023	Performance Objective:	25 Used or more sold plus 10 Buy-ins
Fourth Check-in Date:	12/31/2023	Performance Objective:	25 Used or more sold plus 10 Buy-ins
How does your goal align with the dealers' vision?	My goal aligns with the targets set by our Automotive group (GAIN).		
What are the potential benefits of achieving your goal?	We will have a more profitable dealership, and more engaged sales staff, because they will be much more prosperous.		
What are the potential consequences if you don't achieve your goal?	A much more stressful environment for sales staff because they will see their income affected by not reaching their targets which represent a 2% bonus. Another consequence is the dealership's profitability will suffer, due to the loss of revenue.		
Why is the goal important to you?	This Goal is important to me because this is my responsibility as the used sales car manager.		

