



HOMEWORK ACTION PLAN

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

Name John Dunkle Class # N421
 Dealership Seacoast Mazda Date 10/28/2023

Current Situation or Challenge to be Addressed:	New Car Turn. Over the past couple months we have grown our car sales well and above what it's ever been. Mazda, has since overloaded us with new cars where we have almost \$9 Million in cash tied up in new cars. We havent used our floorplan in years and are now starting to floorplan cars. This is a good problem to have but I would like to grow our new car turn.		
Current Performance Level (include specific measure):	Over the last 90 days we have sold 271 New cars. We have 391 either on the lot or coming to us within the next 60 days.		
Goal (what do you want to achieve?)	I would like to be turning 120 New Cars a month. I'd like to get it so we have 120 going out and about the same coming in.		
Goal Performance Level (include specific measure)	Click or tap here to enter text.		
Goal Start Date:	11/1/2023	Goal End Date:	12/1/2025
First Check-in Date:	12/1/2023	Performance Objective:	90 New
Second Check-in Date:	1/1/2024	Performance Objective:	100 New
Third Check-in Date:	2/1/2024	Performance Objective:	110 New
Fourth Check-in Date:	3/1/2024	Performance Objective:	120 New
How does your goal align with the dealers' vision?	Same Goal, Same Vision. 100-120 New consistantly.		
What are the potential benefits of achieving your goal?	Obviously more money. Turning Cash quick. Floorplan Credits, Increase in doc fee income, Co-op Money, Backend Mazda Money, More trades, More opportunity for backend. Just overall a better business.		
What are the potential consequences if you don't achieve your goal?	If we do not achieve this goal we will be sitting on cars. This will tie up cash and we will be charged increasing floorplan interest which will effect the bottom line.		
Why is the goal important to you?	This goal is important to me because it creates a healthier business all around. This is a family business and we want to see this business succeed.		



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Potential Obstacles	Market conditions outside of our control. IE Government. Lack of incentives from Manufacturer. Receiving the "wrong inventory" from the manufacturer.
Potential Solutions	Stay on top of inventory during allocation to ensure we're getting the right cars. Have staff trained up and ready to go.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we average \$2500 a car and averaged an additional 30 cars a month we would have a gross income of \$225,000 + \$40,000 in doc fees. Not to mention the Trades, wholesale increase and backend money from Mazda We could be looking at an additional \$350,000 in 90 days.

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
Increase Advertising spend on New Cars	Google, Ad Companies	GSM	Increased leads on new cars	11/1/2023 Start Date Every Month End Checkpoint End Date, NEVER.
Track leads/Followup	CRM	Sales Manager, BDC	If we do a better job with follow up we will see an increase in new car sales.	11/1/2023 Start Date Every Month End Checkpoint End Date, NEVER.
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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.
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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.

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.

I'm looking into creating a spreadsheet that will help us track where we are each month. What we need to sell each day to stay on our goal and where we are throughout the month. From the top down we will all be able to track this progress and hold one another accountable.

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

We have started doing "Power Meetings" which are M-F and are 10 minute meetings each morning. Each meeting will be on a different topic and each meeting will be ran by a different person. Round robin from everyone in the Sales Dept. This will help us stay focused and trained on what we're doing and focus on weaknesses.

Sponsor Signature: _____

