



HOMWORK ACTION PLAN

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

Name ALEX VALENZUELA Class # N423
 Dealership FLETCHER JONES IMPORTS Date 11/21/2023

Current Situation or Challenge to be Addressed:	INCREASING OUR USED CAR SALES VOLUME		
Current Performance Level (include specific measure):	CURRENTLY AT 150 USED CARS PER MONTH		
Goal (what do you want to achieve?)	ACHIEVE 200 USED CARS PER MONTH		
Goal Performance Level (include specific measure)	INCREASE BY 50 CARS A MONTH		
Goal Start Date:	11/21/2023	Goal End Date:	1/31/2024
First Check-in Date:	12/4/2023	Performance Objective:	SET PROCESSES IN PLACE
Second Check-in Date:	12/18/2023	Performance Objective:	BE AT 100 USED CARS
Third Check-in Date:	1/8/2024	Performance Objective:	CO OVER DEC NUMBERS
Fourth Check-in Date:	1/22/2024	Performance Objective:	ON PACE TO 200
How does your goal align with the dealers' vision?	WE NEED TO CONTROL OUR OWN DESTINY WITH AND NOT RELY ON THE MANUFACTURER		
What are the potential benefits of achieving your goal?	INCREASE PROFITS AND VOLUE		
What are the potential consequences if you don't achieve your goal?	WE WILL RELY MORE ON THE MANUFACTURER		
Why is the goal important to you?	I WANT TO SET A PLAN AND STRUCTURE TO SUCCEED		

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Potential Obstacles	RECON, RIGHT PRICING STRUCTURE
Potential Solutions	BE PROACTIVE IN THE NEW PROCESSES
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	AROUND \$400,000

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
LOWER DAYS TO MARKET	USED GOOGLE SHEETS MORE EFFICIENTLY	OUR BUYER AND RECON TEAM	FASTER RECON GIVES US MORE DAYS AT PEAK PRICE	Click or tap here to enter text.
ADJUST PRICING	INVENTORY PLUS	USED CAR MANAGER	PRICE THEM TO SELL FAST INCREASES TURN	Click or tap here to enter text.
PICTURES ON LINE	INVENTORY PLUS	OUR 3RD PARTY COMPANY CAR KEY INC	WE WILL HAVE BETTER PRESENTATION OF THE CAR ONLINE.	Click or tap here to enter text.
MARKETING STRATEGY	3RD PARTY ADVERTISING AGENCIES(AUTORADER, CARGURUS. ETC)	MARKETING TEAM	BETTER VISIBILITY AND REACH	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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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.

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.

"INSPECT WHAT YOU EXPECT" LOOK AT NUMBERS DAILY AND DO WALKAROUNDS TO MAKE SURE EVERYONE HAS THE RIGHT TOOLS TO SUCCEED.

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

WE WILL DO WEEKLY MEETINGS TO GO OVER CHANGES

Sponsor Signature: _____