



### HOMEWORK ACTION PLAN

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

Name Chad Robinson Class # NADA421-12

Dealership DON ROBINSON MITSUBISHI Date 12/15/2023

Current Situation or Challenge to be Addressed:	We do not have a consistent focus on merchandising. Compelling vehicle descriptions, options, trims, and price broken down for each new unit taken in has been inconsistent at best. This I believe hurts our ability to turn SRPs into VDPs, thereby weakening the value of advertising spend and minimizing gross ROI and ultimately net income		
Current Performance Level (include specific measure):	D, 174 used vehicles, of those 1 has no description, 173 have a basic description 85% do not have compelling descriptions other than a cookie cutter description, options: it lists 66 vehicles as not having options clearly broken down so 38% do not have options, trim is on 93% of the inventory, price is missing from 3 units currently so 2% without price		
Goal (what do you want to achieve?)	To achieve a 48 hour or less turnaround on having compelling vehicle descriptions, options, trims, and price on all vehicles		
Goal Performance Level (include specific measure)	Answered above		
Goal Start Date:	12/15/2023	Goal End Date:	never
First Check-in Date:	12/29/2023	Performance Objective:	30% of vehicles having compelling vehicle descriptions, 75% with options, trim 95%, price 99%
Second Check-in Date:	1/9/2024	Performance Objective:	50% of vehicles having compelling vehicle descriptions, 85% with options, trim 97%, price 100%
Third Check-in Date:	1/22/2024	Performance Objective:	75% of vehicles having compelling vehicle descriptions, 95% with options, trim 100%, price 100%
Fourth Check-in Date:	2/14/2024	Performance Objective:	100% of vehicles having compelling vehicle descriptions, 100% with options, trim 100%, price 100%

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How does your goal align with the dealers' vision?	The generation of more VDPs with better metatext from compelling vehicle descriptions, proper option breakdowns, accurate trims, and timely pricing will result in better use of current advertising spend and more opportunities to sell a vehicle which will have an impact on GROI and net income which aligns well with the dealers vision because we are here to make money while providing value to the customer
What are the potential benefits of achieving your goal?	Answered above
What are the potential consequences if you don't achieve your goal?	Customers are not as well informed on the product we are carrying especially on the internet which could lead to lost sales or even worse we have incorrect information and the customer makes a bad decision based on incorrect data we put forth which could lead to potential legal exposure for the dealership
Why is the goal important to you?	Because it is a basic set of goals that every dealership has the ability to control but I feel I can positively impact it with with my time and expertise in a consistent manner until I train and empower someone else to handle this once I define a process and what expectations are
Potential Obstacles	Time on my part, pricing is controlled on non-trades by my Father who I cannot force to give me prices if he doesn't have time, pricing is also controlled by sales manager who desked the deal for trade-ins so if they do not assign a price immediately I may have to exert additional time into getting the prices
Potential Solutions	Clear expectations to my Father and the sales managers that this is the goal and to treat it seriously because time is money for everyone involved
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	I would be happy with a 5% increase in average net income monthly as a result of this. \$3,750. I have a feeling this number could be higher but I feel confident that it will definitely sell at least one additional vehicle per month at a minimum.

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
Identify accurate trim/options and input into dealerslink IMS	Monroneylabel.com at \$4 a pull to get proper vehicle trim, options, etc	Me	Trims will be marketed accurately within 48 hours or less	This is a never ending process but page 1 addressed my checkpoints

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Utilize chatgpt to create more compelling descriptions	Chatgpt, monroneylabels.com window stickers, autocheck history report to accurately describe the unit	me	A more compelling description will lead to more VDPs, sales, net income	This is a never ending process but page 1 addressed my checkpoints
Acquiring price from either managers or my father depending on if trade or not	Establishing clear expectations that price should be given to me to have peak GROI	me	Transparency is important to customers therefore a timely price will positively impact our bottom line	Acquiring price from either managers or my father depending on if trade or not
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.

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.

It is a never ending goal that will annoy the hell out of me if not kept up with because I'll know we are leaving money on the table.

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

One meeting with the two sales managers and a separate meeting with my father to share my goal



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Sponsor Signature:

A handwritten signature in black ink, appearing to be "J. [unclear]", written over a horizontal line.