



HOMEWORK ACTION PLAN

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

Name	Bruce Benn	Class	#	AO6
Dealership	Nalley Toyota Union City	Date		12/21/2023

Current Situation or Challenge to be Addressed:	Warranty penetration and increasing overall Finance PVR		
Current Performance Level (include specific measure):	Currently averaging \$1,600 per vehicle finance PVR and 40% Service contract penetration		
Goal (what do you want to achieve?)	The goal is to obtain \$2,000 per vehicle finance PVR and 60% Service contract penetration		
Goal Performance Level (include specific measure)	Qlick Sense Asbury monitoring		
Goal Start Date:	1/1/2024	Goal End Date:	4/2/2024
First Check-in Date:	1/15/2024	Performance Objective:	\$1,750 per copy 45% SCP
Second Check-in Date:	2/16/2024	Performance Objective:	\$1,800 per copy 50% SCP
Third Check-in Date:	3/15/2024	Performance Objective:	\$1,900 per copy 55% SCP
Fourth Check-in Date:	4/2/2024	Performance Objective:	\$2,000 per copy 60% SCP
How does your goal align with the dealers' vision?	The objective of the store and group is to average \$2,000 per copy and be over 50% Service Contract penetration		
What are the potential benefits of achieving your goal?	The increase of in dealership profitability of \$65,000 to \$85,000 gross per month with potentially \$780,000 to \$1,000,000 gross per year in increased profit for the store.		
What are the potential consequences if you don't achieve your goal?	Loss of additional income and replacement of personnel		
Why is the goal	Increased profitability for the store.		

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important to you?	
Potential Obstacles	Interest rate increase or influx of Cash and Credit Union deals
Potential Solutions	Additional training on conversion techniques and early intervention on deals
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Potential increase of \$780,000 to \$1,000,000 a year to the gross of the dealership.

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
Action plan for each finance manager	Write up documentation	Mike Birmingham General Sales Manager	Accountability and immediate awareness	01/01/2024-04/02/2024
Cash and Credit Union Conversion Training	Training manuals and class reviews	Asbury District Finance Manager Chris Adeshina	Increased cash and credit union conversions	01/01/2024-04/02/2024
Product Sales training on New TCA Service Contracts	Online training app and in person one on ones	Asbury District Finance Managers Chris Adeshina	Increased knowledge of warranty benefits offered	01/01/2024-04/02/2024
Increase finance personell from two to three.	Approved additional personnel	Bruce Benn GM	Increased coverage and availability	01/01/2024 Start date
Sales Manager Training	Training along with the finance managers to ensure early intervention.	Mike Birmingham General Sales Manager	Early intervention in guest deals and accessibility to the desking process.	01/01/2024-04/02/2024
E-Lead training	Desking	Mike	Ability to review	01/01/2024-

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for finance	accessibility for fianance	Birmimingham GSM	and manage accontability	04/02/2024
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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.

Action plans and pay plans will be in place to make sure we maintian the desired results. Incentives will be set in place for the increased penetration and conditions of employment are based on obtaining our goals.

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

Our Regional finance team along with the General Manager, General Sales Manager and Finance team will review this action plan and clear direction will be given.

Sponsor Signature: _____