



HOMework ACTION PLAN

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

Name Philip Saunders Class # A06
Dealership LHM American Toyota Date 12/28/2023

Current Situation or Challenge to be Addressed:	Decline in street purchases/Acquisitions		
Current Performance Level (include specific measure):	We were averaging 45 per month through September of 2023. We have seen a steady decline since, culminating in a low of 14 through Dec 28th 2023.		
Goal (what do you want to achieve?)	We need to aquire 40+ used vehicles per month to maintain and improve on previous years used car production.		
Goal Performance Level (include specific measure)	Aquire 40 retail units through street purchase, along with increased trade opportunities with new car volume on the rise should allow us to increase our used car volume 10% year over year. 2023 put us at an average of 183 used per month. A ten percent increase will take us over 200 used units per month on a 12 month average. 201 to be exact.		
Goal Start Date:	1/1/2024	Goal End Date:	12/31/2024
First Check-in Date:	1/31/2024	Performance Objective:	30+ street purchases.
Second Check-in Date:	3/31/2024	Performance Objective:	40+ street purchases
Third Check-in Date:	6/30/2024	Performance Objective:	45 street purchases
Fourth Check-in Date:	10/31/2024	Performance Objective:	50+ street purchases
How does your goal align with the dealers' vision?	Our vision is to see an increase in total sales volume of 12% yr over yr. Used vehicles will be an important part of that equation. The opportunity for volume growth in an industry with an avergae of 37,000,000 transactions per year is tremendous. This aligns with Asbury's belief that used cars are one of the areas that allow you the most control.		
What are the potential benefits of achieving your goal?	Increased volume should provide additional gross profit for sales and service while improving our customer retention rate with CPO.		
What are the potential	We could regress yr over yr. providing less opportunity for our employees		

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consequences if you don't achieve your goal?	to earn a living while shrinking our market share overall.
Why is the goal important to you?	We have the ability to control our own destiny with used cars. The manufacturer does not supply us, we do, and this allows us to provide for our employees and their families.
Potential Obstacles	Higher interest rates mean more people will be reluctant to sell their current vehicle with a lower interest rate. Dropping vehicle values may not match customer expectations for vehicle value.
Potential Solutions	Educating the customer on what top dollar is for their vehicle.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Achieving our goal will produce an additional 18 used units per month. Based on our 12 month average we make \$5406 per including recon and F&I. This increase in volume should provide an additional \$97,308 in gross profit per month, and \$1,167,696 for 2024.

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
Utilize a customer messaging program to reach our customers during their service visit. Offering appraisals and immediate offers.	Program called Freakin Tech.	All sales managers and General manager.	Increased opportunities to provide quotes and begin conversations.	2/1/2024- no end date. 3/31/2024 6/30/2024 10/31/2024

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Redirect advertising budget to reach specific customers with vehicles over three years of age.	Utilization of our CRM, manufacturer data bases and our marketing firm, Saxton and Horn.	General Manager	Increased opportunity to provide quotes and begin purchase conversations.	1/1/2024-12/31/2024 1/31/2024 3/31/2024 6/30/2024 10/31/2024
Training our staff, sales and service to start the conversation with customers. Making sure they understand the importance of it, and incentivizing it for our employees.	Management staff training. Word tracks and additional spiff incentives for purchases.	Sales managers, service manager, parts manager and general manager.	More street purchases and a staff who understand the importance of them.	1/1/2024-12/31/2024 3/31/2024 6/30/2024 10/31/2024
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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.

We will implement a set schedule for acquisition training. Sales associates, service writers, and



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front counter parts men will participate in twice monthly acquisition training. The utilization of Freakin Tech will be tracked weekly and monthly with our management team and marketing team.

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

We've conducted an all sales meeting to include sales staff. We discussed our goals and how to best achieve them. This has given us complete buy in from them. Service has conducted a meeting as well, discussing spiff programs and volume bonuses for street purchases.

Sponsor Signature: _____