



HOMEWORK ACTION PLAN

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

Name	Hoan Bui	Class	#	N420
Dealership	Planet Hyundai	Date		1/2/2024

Current Situation or Challenge to be Addressed:	Low Gross Profit on new car sales		
Current Performance Level (include specific measure):	YTD Avg Front End Gross: \$561		
Goal (what do you want to achieve?)	Goal is to accessorize more vehicles to achieve AVG Front End Gross of \$1000 per unit.		
Goal Performance Level (include specific measure)	\$1000 per unit. Achieved by 12/31/24		
Goal Start Date:	1/1/2024	Goal End Date:	12/31/2024
First Check-in Date:	3/31/2024	Performance Objective:	\$700 PVR
Second Check-in Date:	6/30/2024	Performance Objective:	\$800 PVR
Third Check-in Date:	9/30/2024	Performance Objective:	\$900 PVR
Fourth Check-in Date:	12/31/2024	Performance Objective:	\$1000 PVR
How does your goal align with the dealers' vision?	Our goal is to increase gross and overall profitability which aligns with our dealer's vision to maximize profits and maintain high customer satisfaction as a result.		
What are the potential benefits of achieving your goal?	Higher gross profits, and net profitability.		
What are the potential consequences if you don't achieve your goal?	We will continue not to maximize our potential front end gross.		
Why is the goal	New car sales gross can not solely depend on finance gross alone. This		

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important to you?	will overall increase profit for the store.
Potential Obstacles	Turn rate might increase and may lose some sales.
Potential Solutions	Educating our sales staff to sell included accessories. Spiffs on highly accessorized cars.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Increase of \$423,000 annually in front end gross when \$1000/unit is achieved.

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
Install all season floor liners on all new vehicles	Parts department preordering liners and staging during PDI process.	Huy Tran, Larz Raffaeli	Increased gross on every new unit sold due to mats sales.	1/31/24 No End 2/29/24 Checkpoint
Preload new vehicles with multiple accessories on showroom vehicles	Parts and service, Autoplex (leather installer)	Huy Tran, Mitch Sandoval, Adam Beckmann, Autoplex	Increase in accessory sales from preselling on or from showroom vehicles.	1/31/24 Start No End 2/29/24 Check Point
Start preloading new vehicles with clear mask	Parts, clear mask Installer and material	Kyle Slater	Increase gross on every new unit sold due to addition of clear mask	1/31/24 Start No End 2/29/24 Check Point
Training sales to overcome objections about preloaded accessories	Training department	Michelle Tregoning, Jon Horn, Cam Meservey, Adam Beckmann, Hoan	Increased accessory sales	1/31/24 Start No End 2/29/24 Check Point

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		Bui		
Hire a helper or part time employee to assist with clear mask installs.	Indeed, employee referrals, promoting from within	Adam Beckmann, Hoan Bui	Additional help will allow us to increase speed and overall customer satisfaction of the product sold.	2/29/24 Start No End 3/31/24 Checkpoint

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 have a new showroom to operate out of, myself and our GSM Adam Beckmann will consistently monitor and maintain all vehicles on the showroom. We will ensure we have all proper systems are in place and parts are in stock to maintain consistency of accessorized vehicles.

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

Our training manager Michelle Tregoning will train our sales staff on overcoming objections of preloaded accessories on vehicles. Adam and myself will meet to develop a plan to ensure we are maximizing profits based off the accessories installed to achieve our goal of \$1000/PVR.

Sponsor Signature: _____