HOMEWORK ACTION PLAN

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Class #: N421-09

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Date: 1/12/2024

Current Situation or Challenge to be Addressed:	Poor internet lead engagement, appointment conversion, and delivery conversion rates.		
Current Performance Level (include specific measure):	In January, we have engaged with 62% of our internet leads, set appointments on 10% of our internet leads, and only delivered 4% of our internet leads.		
Goal (what do you want to achieve?)	Our goal is to achieve an 80% engagement rate, set appointments on 60% of our engaged leads, achieve a 60% show rate on set appointments, and sell the VOI on 50% of successful appointments. We would like to achieve this by the end of February.		
Goal Performance Level (include specific measure)	See above.		
Goal Start Date:	1/1/2024	Goal End Date:	2/29/2024
First Check-in Date:	1/15/2024	Performance Objective:	70% engagement 40% appointments set 50% deliveries
Second Check-in Date:	1/31/2024	Performance Objective:	75% engagement 50% appointments set 50% deliveries
Third Check-in Date:	2/15/2024	Performance Objective:	80% engagement 55% appointments set
Fourth Check-in Date:	2/29/2024	Performance Objective:	See goal in third row
How does your goal align with the dealers' vision?	Full alignment. Our dealer's vision is that internet lead management is the key component to achieving our dealership goal of 150 new cars and 100 used cars per month.		
What are the potential benefits of achieving your goal?	1) achieving the dealership's goal, which increases the store's revenue, gross, and net profit		

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	2) transitioning the sales department's mindset from the traditional perspective that phone ups and lot ups generate the majority of our deliveries to the more current mindset that almost all of our business will originate via the internet and that customers want to do the majority of the deal process before arriving to the dealership 3) enhancing our salesperson's average deliveries, gross, and therefore commissions 4) moving from a group for 4 internet team salespeople to our entire sales floor being able to handle internet leads properly, giving the entire floor similar opportunities in a given month 5) enhancing our customer's overall experience by allowing them to spend less time in the dealership and being able to receive most information prior to arriving at the store
What are the potential consequences if you don't achieve your goal?	1) not achieving the dealership's goals 2) falling behind competition in moving towards the current state of our business and the way customers want to handle the car buying process, which would lose the business customers, employees, and money
Why is the goal important to you?	This is a family-owned store, so I have great pride in our store's success. Additionally, I am the manager responsible for internet lead management and used car operations.
Potential Obstacles	1) salesperson buy in 2) management buy in 3) the tools (CRM, leads, etc.) to handle the internet business
Potential Solutions	1) HEAVY management involvement in internet lead management, in communicating with salespeople and customers 2) management getting involved in the lead process significantly earlier, showing the salespeople the importance of handling these leads 3) daily meetings with the relevant salespeople to stay on top of the leads and gather feedback from those on the front line as far as lead sources, tools, current deals, ec. 4) constantly monitoring the metrics on our lead sources to determine whether current lead sources are worth it and whether or not we need to add additional lead sources or tools
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We currently receive about 450 internet leads per month and average about $2,900 per retail unit. If we increased our delivery percentage from about 5% to about 25%, we would be able to generate an incremental $235,000 in gross profit per month.

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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
Ensuring we have the correct salespeople handling leads	Management	Myself and our two other desk managers	Changing 2 salespeople from the current team	Start: 1/12/24 End: 2/29/24 Checkpoints: Once per week
Ensuring proper communication with internet customers	Management and internet salespeople. CRM	Both	A 10% increase in engagement rate	Start: 1/12/24 End: 2/29/24 Checkpoints: Once per week
Ensuring we have the right lead sources	Management and internet salespeople. CRM, DMS, Excel	Both	A 20% increase in lead count and a 10% increase in delivery conversion	Start: 1/12/24 End: 2/29/24 Checkpoints: Once per week
Daily meetings with management and internet staff	Management and internet salespeople	Both	Improvement across the board in all metrics	Start: 1/12/24 End: 2/29/24 Checkpoints: Daily
Maintaining a spreadsheet with each internet deal that includes all pertinent information	Management, Excel	Management	-Better lead source management -Higher sales and gross profit	Start: 1/12/24 End: 2/29/24 Checkpoints: Daily
Evaluating vendors with AI capability to assist with lead follow up	Management, Conferences such as the NADA Show	Management	A 20% increase in engagement rate and 10% increase in appointment conversion.	Start: 1/12/24 End: 2/29/24 Checkpoints: Monthly
Meeting with dealer principal and GM once per week to evaluate	Management, GM, Dealer Principal	All	Constant alignment with the store's vision	Start: 1/12/24 End: 2/29/24 Checkpoints:

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overall strategy.				Weekly

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.

Consistently implementing the above processes by maintaining constant communication between execs, management, and salespeople. Holding daily meetings. Furthermore, constantly tweaking the goals mentioned above as far as engagement, appointment conversion, etc. to avoid complacency and achieve growth. Additionally, management will need to develop a solid training process for new employees.

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

I held a meeting with my fellow managers, our GM, and our dealer principal. We discussed the overall plan and strategy. We researched NADA averages for conversion rates.

Sponsor Signature: _____

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