



HOMWORK ACTION PLAN

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

Name Jason O'Brien Class # 429-22
 Dealership Neil Huffman Honda of Frankfort Date 1/16/2024

Current Situation or Challenge to be Addressed:	Turn Rate		
Current Performance Level (include specific measure):	6.8		
Goal (what do you want to achieve?):	12		
Goal Performance Level (include specific measure)	Increased profits and new preowned inventory on the lot		
Goal Start Date:	12/26/2023	Goal End Date:	1/1/2025
First Check-in Date:	1/31/2024	Performance Objective:	Click or tap here to enter text.
Second Check-in Date:	4/30/2024	Performance Objective:	Click or tap here to enter text.
Third Check-in Date:	8/30/2024	Performance Objective:	
Fourth Check-in Date:	12/31/2024	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	Yes		
What are the potential benefits of achieving your goal?	Increased profits and clean 'pre-owned inventory		
What are the potential consequences if you don't achieve your goal?	Aged units and loss of profit		

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Why is the goal important to you?	My team and I will make more money
Potential Obstacles	Store transfers and changing used car values
Potential Solutions	Auction between stores for transfer units
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$350,000 additional used car profits

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
Price new inventory to make money	vauto	UCM, Sales Manager, GSM	Make \$\$\$\$	01/2024-01/2025 Monthly
Price "old age" inventory to sell	Vauto	UCM, GSM	Clean up inventory	Weekly
Walk UC lot	none	UCM, sales manager, GSM	Inspect what you expect	Daily
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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.

I would start with weekly meetings with my managers to ensure that all involved are aware of the current state of the preowned vehicle dept. We would discuss any problems vehicles we have in inventory and potential problems if they aren't sold in a timely manner. Make sure all inventory is "standing tall" so that salepeople have no need to walk a guest past a certain vehicle. Have lot guys make sure all cars look, smell and are presentable at all times. Make sure all inventory has good picture sets to help entice a potential used car buyer from the internet.

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

Click or tap here to enter text.

Sponsor Signature: _____