



HOMEWORK ACTION PLAN

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

Name <u>Heather Pauquette</u>	Class # <u>N425</u>
Dealership <u>Lundgren Subaru of Bennington</u>	Date <u>1/24/2024</u>

Current Situation or Challenge to be Addressed:	Easily accessible quotes and trade evaluations over the internet or phone when needed to increase lead responses and sales from leads not in the showroom.		
Current Performance Level (include specific measure):	Currently, we don't make it as easy as it should be to get numbers on a sale or trade evaluation without pushing for an appointment, or "just come in"		
Goal (what do you want to achieve?)	We want to increase our new car sales, and marketshare by being transparent and simple to work with. For this one year period, I would like to increase new car sales by 20%. This would increase our new car sales by 100 units.		
Goal Performance Level (include specific measure)	Increase new car sales by 20% This would increase over 2023 by 100 units. This would raise our new car turn rate from 9.1 to 10.9.		
Goal Start Date:	1/24/2024	Goal End Date:	12/31/2024
First Check-in Date:	3/31/2024	Performance Objective:	5% increase in new car volume YOY
Second Check-in Date:	6/30/2024	Performance Objective:	7% increase in volume YOY
Third Check-in Date:	9/30/2024	Performance Objective:	12% increase in volume YOY
Fourth Check-in Date:	12/31/2024	Performance Objective:	20% increase in volume YOY
How does your goal align with the dealers' vision?	This goal will increase our new car sales which will gain marketshare, make the OEM/distributor happy, which in turn will make the dealership more money.		
What are the potential benefits of achieving your goal?	Increased sales volume, increased market share in the area, increased pump out, and increased net profit. It will also increase Customer Satisfaction due to the ease and transparency of doing business.		

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What are the potential consequences if you don't achieve your goal?	Loss of sales, decrease customer satisfaction, loss of job positions.
Why is the goal important to you?	It will increase the viability of the store, create increased income for the sales team, myself, and the dealer.
Potential Obstacles	Not racing to the bottom in price wars, must be able to share the value of shopping with our store without having the customer physically in front of you.
Potential Solutions	Change the website to make it simpler to get information you actually want, make sure call to action buttons do what they say they do. Give good information quickly, and truthfully upfront.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Selling a 20% increase would equate to 602 new vehicles in 2024. Expecting a lower front end gross due to volume sales, the turn rate would be higher, so total dealership gross would increase. We would increase income \$41,089 per month, and \$493,070 annually. The total projected gross profit for the dealership would be \$4,502,953 annually.

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
Updating Website for easy scheduling at real CTA buttons	Website programmer with DDC, internet manager with SNE	DDC & SNE rep to help Heather	Correct CTAs & appt scheduler on the website	1/1/24 - 3/31/24
Training meetings with sales management	Recurring weekly meetings for training on internet and phone quotes	GSM, Sales & F&I manager	Informed, intelligent selling decisions and processes	Every Monday at 11am
Training Sales Consultants	Recurring Weekly check ins with CRM & Managers	One on One sales consultant and managers	Hands on training for online & phone selling with	Weekly check in, the morning following the

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			managers	sales consultants day off
CRM Training	CRM & Performance manager	CRM Performance Manager & all sales users	Performance manager will help fine tune the CRM and teach all users best practices to ensure we are getting what we paid for, and putting the best information to the customers	Monthly meetings
Assurant training	Conference Room or Zoom call	Assurant trainer/ all sales employees	Better informed and trained staff	Monthly meeting
Website secret shops & competitive secret shops	Our own website, and competitive dealers	Managers, Web/Marketing manager, sales consultants	Knowing what customers see on our website, how it is used, how user friendly it is or isn't - knowing what customers are seeing and experiencing on other stores websites to learn best practices or worst practices	Twice a month. One three days into a new month, one at the midway point of the month to monitor for updates/changes.
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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.

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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.

Once we have hit to 20% growth, we strive to continue to grow by an additional 20%. Once processes are firmly in place and followed, volume can continue to grow, increasing overall profits. Consistent secret shops by phone and internet either by upper management or an independent third party will ensure consistency and process adherence or highlight changes that need to be made in either personell or process.

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

I am currently working with our digital rep from Subaru of New England, as well as our rep from Dealer.com to fine create a scheduling opportunity for customers on our website, we are also updating our call to action buttons to give people what they are actually asking for with one click. I have met with the General Manager to discuss this plan, as well as the Sales and Finance manager to discuss my expectations moving forward. I am working currently on a written process to implement these changes, that all managers have been charged to follow, implement, guide and teach.

Sponsor Signature: _____