

ACTION PLAN 1

S Specific **M** Measurable **A** Achievable **R** Relevant **T** Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Sold percentage of contacted customers in our Internet Sales Funnel from 9% to 14% by June 30th, 2024

BOTTOM LINE: Benefits of Achieving Your Goal

Higher Percentage of contacted customers shows effectiveness of our BDC efforts and results in increased business.

Consequences of Not Achieving Your Goal

Lost opportunities, sales, and profit

When will you start? Feb. 1st, 2024.

How will you gauge your progress? When? Using which metrics?

VinSolutions Internet Sales Funnel MTD Metric.

What specific actions will you take to achieve your goal? Who can help you?

- Context sent to customers within the initial lead
- Offering at home test drives
- Show appointments
- Value the customers' time both in store & before

Potential Challenges?

- Sales team adopting changes
- Sales resistance to at home test drives
- Time for sales to learn best practices on leads

Potential Solutions?

- Manager led interactions w/ customers
- Including test drive offers
- Training