



# HOMWORK ACTION PLAN

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

Name Myles Baker Class # N423  
 Dealership Baker Nissan Date 1/29/2024

Current Situation or Challenge to be Addressed:	Implementing process to incorporate videos via text to customers		
Current Performance Level (include specific measure):	Currently no process in place to send customers videos.		
Goal (what do you want to achieve?)	100% employee participation in sending videos to customers.		
Goal Performance Level (include specific measure)	Initially start at 75% participation, for sales team to send videos to customers.		
Goal Start Date:	2/5/2024	Goal End Date:	4/23/2024
First Check-in Date:	2/19/2024	Performance Objective:	Check in with sales staff on initial implementation. Receive feedback, make changes as needed. Train as needed.
Second Check-in Date:	3/18/2024	Performance Objective:	Check participation rate % amongst sales team. Reiterate the process and continue to push agenda. Train as needed.
Third Check-in Date:	4/15/2024	Performance Objective:	Check participation rate, compare sales staff to eachother. Train staff as needed, continue to push. See hit rate on customers that received videos.
Fourth Check-in Date:	4/30/2024	Performance Objective:	Check participation rate, compare sales staff to eachother. Train staff as needed, continue to push. See hit rate on customers

## HOMEWORK ACTION PLAN

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

			that received videos.
How does your goal align with the dealers' vision?	As a family owned store, this aligns with our vision by being personable, not just another dealership along the highway by showing respect and desire to earn the customer's business.		
What are the potential benefits of achieving your goal?	Benefits include the following... increased sales, CSI, set appointments to get customers in the showroom. Increased effeceincy once the customer arrives to the store, built rapport between sales and the customer.		
What are the potential consequences if you don't achieve your goal?	Criticism from sales staff from failing to meet metrics, no improvement in sales or CSI, lack of faith from sales staff.		
Why is the goal important to you?	It's important to be flexible and ever changing with the times, sending custom videos to customers is going a step above the competitors, this is a win-win if we can get staff buy-in and implement the process.		
Potential Obstacles	Staff buy-in or doubt of the process, push back from top sales team, complaints for having to do more work. Untrained sales person sending poor taken videos to customers could lead to lost sales, bad reviews, and CSI.		
Potential Solutions	Motivate sales team financially, enforce policies to make it a requirement within sales description. Routinely training sales staff, sharing tips and ticks amongst the team, showcasing the best videos in weekly/monthly meetings.		
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	If implementing videos to customers can increase sales by 5% at an average of \$1,800 GP per deal, we are looking at a potential increase in \$15,000 GP monthly (being conservatitive).		

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
Meet with GM and sales managers.	N/A	Sales managers.	Obtain buy-in on new process.	Initial check-in, follow up in weekly meeting.

## HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Create guidelines for sending videos to customers.	I.T., review sample videos from NADA.	Sales managers	Have a thought out designed process in place with guidelines and expectations on sending videos.	Initial start up and research. Follow up monthly to ensure process doesn't need changing.
Introduce process to sales team.	N/A	Sales staff, managers, GM.	Get buy-in from sales team, implement process immediately.	Initial start up, then weekly follow up with sales staff.
Train sales staff	Videos/examples	Sales staff, managers.	Effectively train sales staff to start implementing process.	Weekly. Ongoing with no end date.
Showcase the best videos of the week.	TV, sales meeting room.	Sales staff and managers.	To motivate sales staff to be showcased in meetings, achieve and maintain buy-in, have fun with it.	Weekly sales meetings.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

Record and measure participation rate from the sales team, compare that to hit rate/sales rate to

## HOMEWORK ACTION PLAN

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

show staff the positive results. Continue to train and enforce procedure. Showcase best video of the week in each meeting. A topic of discuss in every weekly meeting.

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

First start with the GM and managers, get feedback, make changes as needed, obtain managementr buy-in. Routinely review and evaluate videos being sent to customers, adjust and make changes as needed, train sales staff accordingly.

Sponsor Signature: \_\_\_\_\_