



HOMEWORK ACTION PLAN

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

Name <u>Mario Tibaldi</u>	Class # <u>N425</u>
Dealership <u>Serpentini Chevrolet</u>	Date <u>2/9/2024</u>

Current Situation or Challenge to be Addressed:	High level of sales volume at our store. Both new and used. Challenge is to increase PVR backend finance income. Currently that department is running 1150 per car after charge backs to the statement.		
Current Performance Level (include specific measure):	Finance gross per copy is currently at 1150 after charge backs.		
Goal (what do you want to achieve?)	Goal for 2024 is to end our year with a total pvr of 1750 to the statement after charge backs.		
Goal Performance Level (include specific measure)	At our current per copy of 1150, we are setting incrementals improvement goals every month. Goal is to have a moth over month increases of 75-125 per car.		
Goal Start Date:	1/1/2024	Goal End Date:	6/30/2024
First Check-in Date:	2/29/2024	Performance Objective:	Incremental increase of total PVR for F&I. Goal-1550/per car
Second Check-in Date:	4/30/2024	Performance Objective:	Continued increase in PVR. Goal 1650/per car
Third Check-in Date:	6/30/2024	Performance Objective:	Final assesment of progress. Goal is 1750/pvr
Fourth Check-in Date:	8/30/2024	Performance Objective:	Maintain level of performance if goal achieved, if not, then continued progress to maintain steady improvement to the goal is 1750/pvr.
How does your goal align with the dealers' vision?	The vision of our dealership is to provide excellent customer service. By providing the services in our buisness office,increasing our per unit profit, and providing the customer with insruances that make sense for their purchase, we feel this aligns with the vision we have as a dealership.		

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What are the potential benefits of achieving your goal?	Better CSI, customer retention, increase in service department profit, along with increased sales profit, and decrease the amount of policy work being done every month.
What are the potential consequences if you don't achieve your goal?	Decrease in customer and brand loyalty, lost revenue in the service lane, and increased dollars paid out to policy.
Why is the goal important to you?	Because if we provide a great service to our customer, and ensure when they are giving these products at a fair price, the customer will be more likely to do business with us and recommend people to do business with us.
Potential Obstacles	Complacency by finance staff. Overcoming objections such as rate, lender, cost of product.
Potential Solutions	Continual training of the entire staff once per week. Once per week meeting of the department to discuss opportunities for growth, challenges faced, and to review performance.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If goal is achieved, it is a potential year over year increase in profit of 2.3 million dollars.

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
Menu Training	Resource group to provide material to improve menu prep and objection	Matthew Minyard	Incremental increase month over month on store total pvr.	1/1/2024 12/31/2024 2/29, 4/30, 6/30, 8/30, 10/30
Customer Interview prior to customer coming into office	None	Matthew Minyard	Customized menu presentations to customers.	1/1/2024 12/31/2024 2/29, 4/30, 6/30, 8/30, 10/30

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Manager training	Sales and Finance office with colaberative meeting once per week.	Mario Tibaldi	More comprehensive understanding of the challenges each department faces in relation to increased finance income.	1/1/2024 12/31/2024 2/29,4/30,6/30,8/30,10/30
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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.
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.

Consistent review of department by GSM and finance lead to ensure new installed policy is being adheard to. Daily department review of previous day buisness to review performance and hold accountability to process if not done.

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

Meetings will be held once per week to review performance.

Customer interview process has been implimented and is monitored daily by the GSM or finance lead.

Finance checklist has been provided to each buisness manager of items that are required to be done before deal is finalized. Checklist is to be review by finance lead after deal completion.



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Sponsor Signature: _____