



HOMEWORK ACTION PLAN

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

Name	DAVID ANDREW	Class	#	N428
Dealership	GREENWAY KIA NORTH	Date		1/31/2024

Current Situation or Challenge to be Addressed:	Achieve and or surpass expected (DSE)		
Current Performance Level (include specific measure):	Current DSE is 15% below required manufacture objectives		
Goal (what do you want to achieve?)	Become 100% sales efficient/DSE		
Goal Performance Level (include specific measure)	DSE for our dealership is 125 new vehicles		
Goal Start Date:	1/1/2024	Goal End Date:	12/31/2024
First Check-in Date:	4/1/2024	Performance Objective:	105% DSE (to make up Jan 24 deficiency)
Second Check-in Date:	7/1/2024	Performance Objective:	105% DSE (to make up Jan 24 deficiency)
Third Check-in Date:	10/1/2024	Performance Objective:	105% DSE (to make up Jan 24 deficiency)
Fourth Check-in Date:	1/1/2025	Performance Objective:	105% DSE (to make up Jan 24 deficiency)
How does your goal align with the dealers' vision?	This is completely aligned with our dealer group vision and expectations for us.		
What are the potential benefits of achieving your goal?	The potential benefits of attaining and exceeding our DSE is an increase inventory from manufacture, which will create increased profits and net from all aspects of our operations.		
What are the potential consequences if you don't achieve your goal?	Not achieving these goals will result in loss of manufacture participation in our coop, in addition to this it would result in an reduction of inventory gain. This would cause a reduction in revenue in all aspects of our business.		

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Why is the goal important to you?	Achieving this goal is important to me because it not only effects our dealership and team but could limit our dealer group from getting additional Kia points in the future. Furthermore I have never been an under acheiver in my life so I see it as a blemish to my reputation as well as letting down my team.
Potential Obstacles	Potential obstacles that would hinder us from achieving our goal would be our digital reputation, lack of buyin from our sales staff and BDC represenatives.
Potential Solutions	.There are several soultions to overcomming these potential obstacles and they are better training and monitoring of our staff. Increased investment into digital marketing
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	By meeting and or exceeding our DSE it would increase our year over income by 1.6 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
Increase dealership branding, improverec online reviews	All Social Media Platforms	Morgan Birch	Increase digital foot print, and reputation	Start Date 1/1/24 End Date 12/31/24 Check Point Dates 4/1/24, 7/1/24, 10/1/24, 1/1/25
Daily monitoring team assigned to service drive and service equity customers	Affinative/ Autoloop	Steve Gansham Ari Suarez Jonathan Daniel	Create one deal a day from service	Start Date 1/1/24 End Date 12/31/24 Check Point Dates 4/1/24, 7/1/24, 10/1/24, 1/1/25
Increase internet leads to appointment	CRM	Ari Suarez Steve Gansham BDR's	Increase leads to appointmnet show ratio to	Start Date 1/1/24 End Date 12/31/24 Check Point Dates

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show ratio				4/1/24, 7/1/24, 10/1/24, 1/1/25
Daily training, and coaching of sales staff	Daily management by in	All Management Teams	Increase daily closing percentage by 10% over current closing percentage of 28%	Start Date 1/1/24 End Date 12/31/24 Checkpoint Dates 4/1/24, 7/1/24, 10/1/24, 1/1/25
Work on dealership brand recognition	Brand Manager	Morgan Birch	Increase Dealer Online reputation and community dealership awareness	Start Date 1/1/24 End Date 12/31/24 Checkpoint Dates Weekly Meetings to review upcoming events and online reviews, and social media monitoring
Service to sales targeted marketing	Affinitiv	Steve Gansham Ari Suarez Jonathan Daniel	5 to 6 deals per week	Start Date 1/1/24 End Date 12/31/24 Checkpoint Dates Weekly reviews
Sales and Service retention	CRM/ Affinitiv	Service Manger Sales Managers Internet Managers	5% increase in service appointments 5% increase in sales appointments	Start Date 1/1/24 End Date 12/31/24 Checkpoint Dates Weekly reviews

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.

Weekly reports from each person responsible for execution of each of aforementioned goals, objectives, and policies and implementation of daily tasks. By inspecting what we expect and being consistent we can make any necessary changes to achieve our goals.

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

Monthly MRE meetings and reviews monthly with accurate forecasting to achieve our goals. By creating sales teams with an assigned manger for each team to be reviewed weekly in order to meet their monthly goals. Also by making sure associates on on service to sales team are staying engaged and removing and or changing people who are allowed to be a part of this team will create a desire to be top producers

Sponsor Signature: _____