



HOMEWORK ACTION PLAN

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

Name <u>Brian McIntosh</u>	Class #	<u>N430</u>
Dealership <u>Tyler Honda</u>	Date	<u>2/15/2024</u>

Current Situation or Challenge to be Addressed:	Current used car turn rate is to low		
Current Performance Level (include specific measure):	9.5 turns per year		
Goal (what do you want to achieve?)	12 turn per year		
Goal Performance Level (include specific measure)	Using V-Auto and formulas learded in VO 1 to measure.		
Goal Start Date:	2/1/2024	Goal End Date:	12/31/2024
First Check-in Date:	6/1/2024	Performance Objective:	Are we pacing 40 day turn
Second Check-in Date:	9/1/2024	Performance Objective:	Are we pacing 35 day turn
Third Check-in Date:	12/1/2024	Performance Objective:	Are we pacing 30 day turn
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	We have discussed this and this is an ideal situation.		
What are the potential benefits of achieving your goal?	More units sold, more revenue for all departments, overall increase in profitability.		
What are the potential consequences if you don't achieve your goal?	We may loose money at first, but long term there is no consequence.		
Why is the goal	Used cars is our largest opprotunit for growth, this can make a major		

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important to you?	impact on our bottom line.
Potential Obstacles	Volatile market, old habits, getting other managers to think differently
Potential Solutions	Look at multiple sources for inventory, make smart purchases using Dale Polick's methods, on going education to "buy in".
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$561,825 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
Clear out lot rot	Blowout Retail Wholesale	Brian GSM	Moving aged inventory	In process
Weekly pricing adjustments	V-Auto Market tool	Joe - SM	Adjust pricing according to current market	Weekly
Smarter Acquisitions	V-Auto Autotrader Scarcity Reports	Brian GSM Joe - SM	Make the money on the acquisition	Daily
Meeting/Training w/performance manager from V-Auto	None	Brian - GSM Joe - SM	Continue to grow and understand the used car market	Monthly
Analyze and maximize used marketing	Work with our consultants	Dealer Brian - GSM	Better advertising results	Monthly
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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.

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.

We have been working on this process already, it is about creating processes and following it. We have weekly meetings as a management team to discuss. We set monthly goals and have spiffs for hitting those goals.

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

We have weekly meetings and monthly meetings to track and discuss.

Sponsor Signature: _____