



HOMWORK ACTION PLAN

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

Name CRYSTAL TIBURCIO Class # N427
 Dealership AUDI LYNBROOK Date 3/17/2024

Current Situation or Challenge to be Addressed:	INTERNET SHOW TO LEAD AND LEADS CLOSED % IS TOO LOW.		
Current Performance Level (include specific measure):	THE LAST THREE MONTHS SHOW TO LEAD IS 17%, LEADS SOLD IS 7%.		
Goal (what do you want to achieve?)	The current average show to lead is 17% and current sold rate is 6%.		
Goal Performance Level (include specific measure)	Our show to lead should be atleast 22%. The Sold to show should be atleast 10%		
Goal Start Date:	2/8/2024	Goal End Date:	8/31/2024
First Check-in Date:	3/11/2024	Performance Objective:	SHOW TO LEAD 17%. February was 15%, so 2 % increase. Sold % increase by 1 to 8%. = 2 more cars sold
Second Check-in Date:	4/16/2024	Performance Objective:	SHOW TO LEAD 18%, SOLD INCREASE TO 9%
Third Check-in Date:	5/16/2024	Performance Objective:	SHOW TO LEAD 20%, SOLD TO INCREASE TO 10%
Fourth Check-in Date:	7/16/2024	Performance Objective:	SHOW TO LEAD 21%, 22% BY AUGUST AND SHOULD BE MORE THAN 10%.
How does your goal align with the dealers' vision?	The ultimate goal is for the dealer to be profitable. The sooner the lead is attacked, the sooner an appointment gets made, the customer purchases a vehicle, profits are made. Now the service and parts have an opportunity to make money. Everyone wins.		
What are the potential benefits of achieving your goal?	The said average is 50% of appointments show and 50% sell. Once we increase our show to lead % we will have more opportunity to sell. Increasing sold units will increase gross, turn inventory, free up capital		

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	and allow finance a shot at earning more gross.
What are the potential consequences if you don't achieve your goal?	The biggest consequence is losing business. Not responding in a timely manner or inefficiently will push the customer away to a competing dealer. In turn, this may cause cars to age longer, loss of gross profit, less inventory from manufacturer and less capital to purchase more used car inventory.
Why is the goal important to you?	I always look for ways to improve the store's health, from the sales professionals making more money, giving finance more opportunities, to turning inventory and increasing bottom line gross.
Potential Obstacles	Sales team not responding to leads in a timely manner or efficiently. BDC department mishandling leads. Email as only form of contact. Surplus of leads.
Potential Solutions	Sales managers responsible for dispatching leads in timely manner. Management following up to ensure the sales team is reaching out until there is contact.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The average gross profit on a new vehicle for the month of February was \$4,012, \$1,778 front end and \$2,234.00 back end. The average gross profit on a pre owned vehicle was \$4,371, \$777.83 front end and \$3,594.00 back end. If we can turn more of those internet leads into sales, resulting in an increase of atleast 3 units, we'd be potentially picking up atleast another \$12,000.

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
MANAGERS WILL PERSONALLY DISPATCH LEADS TO SALES PROFESSIONALS.	DEALERSOCKET & TIME.	SALES MANAGERS AND SALES PROFESSIONALS	FOR LEADS TO BE RESPONDED TO FASTER THAN BDC HANDLING THE LEAD. PERSONALIZED EMAIL RESPONSE	STARTED FEBRUARY 9TH. WILL BE INDEFINITELY. CHECKPOINT DATES WILL BE MONTHLY INTERVALS.

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SALES PROFESSIONALS RESPONDING WITH PERSONAL EMAILS	CHAT GPT	SALES PROFESSIONALS AND SALES MANAGERS	INVITING EMAILS, REAL RESPONSES, QUESTIONS ANSWERED.	STARTED FEBRUARY 9TH. CHECKED DAILY
MANAGER FOLLOW UP ON LEADS	DEALERSOCKET	MANAGEMENT	ALL LEADS ARE ANSWERED, AND ACKNOWLEDGED AND FOLLOWED UP WITH	STARTED FEBRUARY 9TH. CHECK IN DAILY.
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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.

This is a goal that will be constantly improved, and it's not one that has an actual end date. It's something that needs to be worked on and monitored indefinitely.

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

After seeing the generic response created by all empire stores in class, I realized that something needed to be done immediately. Anyone shopping a conquest brand such as Volvo, Jeep or even Genesis can possibly receive the same email, subject and body, which can depersonalize the experience. I spoke with my General manager and we agreed that moving forward we will

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dispatch the leads as they come in to brand specialist in the showroom. Initially, BDC was handling the leads but there were about 4 people total handling over 200 leads. On top of that, they don't have the same professionalism or sales experience the sales team in the showroom do. It is more on the workload for managers and sales people but it's going to be more rewarding in the end once it becomes second nature. In February we fell from 18% show to lead to 15% and sold to show fell 1%. Currently for the month of MARCH we are at 6% sold with a couple pending so pacing over 8% sold.

Sponsor Signature: _____