



## HOMEWORK ACTION PLAN

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

Name Eric Waldman Class # N433

Dealership Zimmerman Honda Date 4/19/2024

Current Situation or Challenge to be Addressed:	We currently do not take any photographs when appraising a vehicle		
Current Performance Level (include specific measure):	0% of appraised vehicles have photographs taken		
Goal (what do you want to achieve?)	Photographs should be taken of every vehicle that is appraised		
Goal Performance Level (include specific measure)	100% of vehicles that are appraised will have at least 8 photographs taken of the vehicle by June 30, 2024		
Goal Start Date:	5/1/2024	Goal End Date:	6/30/2024
First Check-in Date:	5/14/2024	Performance Objective:	50% of appraised vehicles should have at least 4 photos
Second Check-in Date:	6/1/2024	Performance Objective:	100% of appraised vehicles should have at least 4 photos
Third Check-in Date:	6/15/2024	Performance Objective:	100% of appraised vehicles should have at least 6 photos
Fourth Check-in Date:	6/30/2024	Performance Objective:	100% of appraised vehicles should have at least 8 photos
How does your goal align with the dealers' vision?	We strive to treat customers fairly and be open and honest about every step of the process. This will allow us to have additional evidence to support an appraised value and will also make sure that the various departments who touch a vehicle during the reconditioning process are not causing additional damage.		
What are the potential benefits of achieving your goal?	Reduced damage to vehicles, more competitive values on trades, more information available to the F&I department in selling tire and wheel packages and paint sealant		
What are the potential consequences if you don't achieve your goal?	Damage to vehicles caused by a specific department will continue to go unnoticed, less evidence to back up appraised values, limited information on ownership habits available to F&I especially when the dealership is busy and F&I is tied up doing paperwork		

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Why is the goal important to you?	Holding people in the dealership accountable is essential and will not allow employees to build bad habits. Moreover, additional gross to both the new and used car departments benefits everyone. Lastly, there is great gross profit available in selling paint sealant (plus it is not a cancelable product) so the more we can sell the better.
Potential Obstacles	It creates an extra step in the appraisal process which increases the time customers are waiting; the photos that are taken may not be clear.
Potential Solutions	Investigate the potential of a software solution that would allow photos of a vehicle to be directly uploaded into our system which would speed of the process greatly; Empower the F&I department to request additional photos be taken while preparing a deal if the photos included with the appraisal are not clear and easily viewed.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	<b>\$27,420 in gross profit per month (this is quantified in a 10% increase in paint sealant sold plus an average of \$50 extra per car in lower appraised value, tire and wheel coverage sold and a lack of additional damage caused by employees)</b>

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
Investigage if we currently have the ability to include photos with our appraisal software	A knowledge of our third party vendors and what we are currently signed up for	James Craig, our compliance officer who also is in charge of our 3rd party vendors	It is likely that our current software allows us to include pictures, or at least could be upgraded to do so	Start date: 5/1/24  Completion date: 5/7/24
Train managers who appraise cars what photos are required	Time for training, time to decide what photos need to be taken	Paul Penrose, used car manager	Managers should take the correct 8 photographs for 100% of vehicles that are appraised	Start Date: 5/7/24  Spot check to see if the required photos are being taken: 5/14/24  Completion: 5/21/24
Train F& I managers to use photos during their menu presentation	Time for training, suggested word tracks from current F&I trainers	F&I trainer from warranty company, Jeff Dolan F&I director	Sale of paint sealant should increase by 10% by 6/30/24	State date: 5/21/24  Check in: 6/14/24  Completion: 6/30/24

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Train sales people to use photos during their paint sealant presentation	Time for training, suggested word tracks from current trainers	F&I trainer from warranty company (he is in the dealership weekly)	Sale of paint sealant should increase by 10% by 6/30/24	Start date: 5/21/24 Check in: 6/14/24 Completion: 6/30/24
Investigate other software alternatives for taking and storing photos	Time for investigation, monthly \$\$ going out if new subscription is required	James Craig, Compliance Manager	A cheaper and more convenient alternative is available	Start date: 5/1/24 Check in: 5/14/24 Completion: 5/21/24
Task inventory manager with investigating instances of damage	Time from inventory manager to review photos from appraisal when damage is found on vehicle before delivery	Inventory Manager	Detail department and techs will be more cognizant of not causing damage	Start: 5/14/24 Completion: 5/21/24
Document with specificity the photos that are required for each appraisal for future managers to reference	Time from used car manager	Used car manager Paul Penrose	Zimmerman Honda will have a written process for taking photographs during appraisals for future use	Start: 5/14/24 Completion: 5/31/24

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.

Our F&I department will be empowered to send a deal back to the desk if at least 8 photographs of a vehicle are not included with the appraisal on every single deal. Our F&I department is already empowered to send a deal back when necessary paperwork/information is not present, so this will just be an expansion of what they already do. Moreover, our warranty company does a monthly deal audit where they spot check deal jackets, and this will be an extra metric that they check during the deal audits.

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

After our sales meetings every Monday and Thursday, the managers get together to discuss any ongoing issues that are present. We recently hired an inventory manager and it will be one of his responsibilities to report on the progress and

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ensure that photos are taken during these meetings. The F&I managers are also present for this meeting, so they can report as well because every deal goes through the F&I office.

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

