

## HOMEWORK ACTION PLAN

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

Name <u>Mariana Orshak</u>	Class # <u>N435</u>
Dealership <u>Crossroads Ford of Dunn-Benson</u>	Date <u>4/18/2023</u>

Current Situation or Challenge to be Addressed:	Our current used vehicle descriptions are regurgitation of the options listed below the description and do little to sell the vehicle. We need to increase the salesmanship of the vehicle description.		
Current Performance Level (include specific measure):	0% of the on-line vehicle descriptions individually sell a vehicle to the customer.		
Goal (what do you want to achieve?)	We want to change the method by which the dealerships write vehicle descriptions so they become mini sales-pitches on each vehicle.		
Goal Performance Level (include specific measure)	100% of vehicle descriptions become more story like.		
Goal Start Date:	5/1/2024	Goal End Date:	6/30/2024
First Check-in Date:	6/1/2024	Performance Objective:	10%
Second Check-in Date:	6/15/2024	Performance Objective:	20%
Third Check-in Date:	7/1/2024	Performance Objective:	75%
Fourth Check-in Date:	7/31/2024	Performance Objective:	100%
How does your goal align with the dealers' vision?	The goal falls right in line with the dealer's vision. He shops vehicle personally and speaks often about the vehicle descriptions on specific postings.		
What are the potential benefits of achieving your goal?	To increase the value proposition for customers, and increase lead counts for vehicles overall.		
What are the potential consequences if you don't achieve your goal?	We may fall behind what groups are doing.		

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Why is the goal important to you?	This is a small adjustment that could have a large impact on lead quality.
Potential Obstacles	Lack of interest to change behaviors.
Potential Solutions	Routine audits to ensure very stays the course.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	\$10,000 as we expect 3 more vehicles sales per month based on lead volume increase.

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
Meeting to develop best practices	Sample vehicles from other sites	Kirk Whitt	Best Practices Developed	4/30/24 Deadline
Meeting to educate store on best practices	Sample vehicles from other sites	Kirk Whitt, Candy Perry, Brant Hensley	Education on Best Practices	5/07 Deadline
Meeting to review implimentation	Sample of current vehicles	Gary Smith, Kirk Whitt, Candy Perry, Brant Hensley	Adjustment of Best Patcies	5/31 Deadline
Meeting to review implimentation	Sample of current vehicles	Gary Smith, Kirk Whitt, Candy Perry, Brant Hensley	Adjustment of Best Patcies	6/30 Deadline
Meeting to review implimentation	Sample of current vehicles	Gary Smith, Kirk Whitt, Candy Perry, Brant Hensley	Adjustment of Best Patcies	7/31 Deadline
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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.

Once the goal has been accomplished we will review the best practices with other stores and begin implimenting there. Routine audits will need ot be performed to make sure everyone stays the course. This will be performed by Brant Hensley when he prices vehicles weekly.

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

**Initial Meeting:** This meeting will be informal and setup what we want from a vehicle description. How do express these wants as goals? How do can we teach our staff how to accomplish these goals?

**Launch Meeting:** The launch meeting will be on-site meeting with the GM to express our goals for vehicle descriptions and attempt to teach the GM how to acoomplish the goals.

**Additional Meetings:** These meetings will be virtual and involve specific vehicle description review. We will review how the process is going and how it can be improved.

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