



HOMWORK ACTION PLAN

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

Name Thomas Williamson Class # 432
 Dealership Mountairy Toyota Date 5/21/2024

Current Situation or Challenge to be Addressed:	True car closing %		
Current Performance Level (include specific measure):	1.1 %		
Goal (what do you want to achieve?)	5%		
Goal Performance Level (include specific measure)	5% closing by oct 1st		
Goal Start Date:	6/1/2024	Goal End Date:	10/1/2024
First Check-in Date:	7/1/2024	Performance Objective:	2%
Second Check-in Date:	8/1/2024	Performance Objective:	3%
Third Check-in Date:	9/1/2024	Performance Objective:	4%
Fourth Check-in Date:	10/1/2024	Performance Objective:	5%
How does your goal align with the dealers' vision?	We want 10%		
What are the potential benefits of achieving your goal?	More sales and profit more trades- raise internet closing % -more service		
What are the potential consequences if you don't achieve your goal?	Loss of sales and profits		
Why is the goal important to you?	Our closing is low here and it is our highest lead generator other than website- profit		

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Potential Obstacles	Delivery deals out of town-lack of inventory in stock buy in and accountability
Potential Solutions	Send true car quotes early and through portal- manage follow up process- manage daily-offer alternative vehicle
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$13700 per month additional profit

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
Quotes through portal	True car portal	Cindi Perdue	More sales	6-1 to 10-1
Offer multiple vehicles	Desk managers	Spring Ayers	More profits	7-1
Longer follow up process	Click or tap here to enter text.	Teresa Smith	More trades	8-1
Manage daily	Click or tap here to enter text.	Ryan and Todd	More service	9-1
Offer delivery more often	Click or tap here to enter text.			
Click or tap here to enter text.				
Click or tap here to enter text.				

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.

Manage daily with accountability

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

Discussed every Monday in managers meeting

Sponsor Signature: _____