



HOMEWORK ACTION PLAN

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

Name CHRIS GRAVES Class # N435

Dealership COMMERCE CHEVROLET/CAMP COUNTY CDJR Date 6/21/2024

Current Situation or Challenge to be Addressed:	Create a seamless transparent transaction to reduce the customers time at the store.		
Current Performance Level (include specific measure):	We are taking about 3.4 hours for the customer to arrive and leave.		
Goal (what do you want to achieve?)	I want our stores to get this down to under two hours by 8.31.2024		
Goal Performance Level (include specific measure)	We will need to achieve a 65% off all customers in and out under two hours by 8.31.2024.		
Goal Start Date:	7/1/2024	Goal End Date:	8/31/2024
First Check-in Date:	7/12/2024	Performance Objective:	10%
Second Check-in Date:	7/19/2024	Performance Objective:	25%
Third Check-in Date:	7/26/2024	Performance Objective:	50%
Fourth Check-in Date:	8/10/2024	Performance Objective:	60%
How does your goal align with the dealers' vision?	I have discussed this with my team and we all want to make it happen.		
What are the potential benefits of achieving your goal?	This should create a much happier customer which should create better retention, better service, and grow our customer base.		
What are the potential consequences if you don't achieve your goal?	We stay the same and will eventually be left behind by the big groups that are pushing the Telsa buying model, we will need to beet them to it.		
Why is the goal important to you?	I want to be the best and fastest growing small dealer in the country, make the customer feel special, have complete transparency, and great service.		
Potential Obstacles	There are some cost to implement the systems I am changing.		
Potential Solutions	I will build value in what I am doing with my team as we contiue to grow.		

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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	I do not know what the \$ impact will be, I do know having a happy customer will increase our profitability.
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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
We are changing CRM that will allow us to desk deal, do credit apps, and finish the complete financial transaction before the customer arrives.	The CRM	Chris Graves	This tool will get the store able to finish a complete deal before the customer comes in for delivery. It will also emminate any back and forth to a sales desk when a salesperson is working a deal with a live customer on the showroom.	We are starting 7.1.2024 and will have a meeting every week to discuss our success and what we need to continue to adjust, our date to achieve 65% is 8.31.2024 but this is going to continue to evolve as the market changes and adapts to the new way.
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
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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.

It will obviously be a qualification for employment to follow this, but in the end it is going to make a sales persons job much easier and easy is what we typically like.

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

My team has been informed and they of course are on board with the new idea and program.

Sponsor Signature: