



HOMEWORK ACTION PLAN

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

Name <u>ALEX AVANESAU</u>	Class #	<u>440-02</u>
Dealership <u>MCGOVERN FORD</u>	Date	<u>7/20/2024</u>

Current Situation or Challenge to be Addressed:	WE SELL IN AVERAGE 40-50 USED CARS A MONTH		
Current Performance Level (include specific measure):	45 USED VEHICLE		
Goal (what do you want to achieve?):	I WANT TO GET FROM 50 USED CAR MONTH TO 80 USED CARS CONSISTENTLY		
Goal Performance Level (include specific measure)	DAILY PHONE CALLS DAILY TRAINING LOOK TO BOOK DAILY REVIEW		
Goal Start Date:	ASAP	Goal End Date:	12/31/2024
First Check-in Date:	9/1/2024	Performance Objective:	GETTING RID OF ALL 90 PLUS BUCKETS USED CARS
Second Check-in Date:	10/1/2024	Performance Objective:	HAVING GOOD MIX OF USED INVENTORY BASED ON MARKET DEMAND
Third Check-in Date:	11/1/2024	Performance Objective:	GETTING TO 65 -70 CARS A MONTH
Fourth Check-in Date:	12/1/2024	Performance Objective:	ON THE TRAGET TO HIT 80 USED CAR MONTH
How does your goal align with the dealers' vision?	TOTAL DEALERSHIP GOAL BETWEEN NEW AND USED 160-180 UNITS CONSISTENTLY		
What are the potential benefits of achieving your goal?	INCREASING GROSS PROFIT		
What are the potential consequences if you don't achieve your	LOW PAYCHECK		

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goal?	
Why is the goal important to you?	I TOOK OVER THE STORE 16 MONTHS AGO WHEN THE GROUP BOUGHT THE DEALERSHIP, THEY NEVER SOLD USED CARS - THEY WERE 10-15 VEHICLES A MONTH STORE. ITS MY RESPONSIBILITY TO SHOW THE FULL POTENTIAL OF THIS DEALERSHIP
Potential Obstacles	GOOD MIX OF USED CARS, I NEEDS 3 MORE SALESPEOPLE , QUICK RECON TURN AROUND
Potential Solutions	ANALYSING THE MARKET AREA, AD TO HIRE MORE EXPERIENCE SALES STAFF, WORKING DIRECTLY WITH SERVICE MANAGER
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$400,000 gross profit for used car department

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
HIRING 3 MORE SALES PEOPLE	INDEED, REFERRAL	GM AND GSM	BY 08/31/2024	ASAP, BY 09/01/24
QUICK RECON TURN	MORE TECHS	GM, SERVICE MANAGER	BY 09/31/2024	ASAP
PRICING EVERY USED ACQUISITION AGGRESIVELY FROM DAY ONE	VAUTO	GM AND GSM	ONGOING	ASAP, DAILY
INCREASING TURN RATE	VAUTO	GM, GSM, USED CAR MANAGER	BY SEPTEMBER 31	ASAP - DAILY CHECK
PRESENSE ON SOCIAL MEDIA	INSTAGRAM, FACEBOOK	GM AND MARKETING TEAM	ONGOING	ASAP

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
PRESENTING EVERY NEW CAR LEAD WITH THE USED CAR ALTERNATIVES	BDC TEAM	BDC TEAM, GSM, SALES MANAGER	BY 12/31/2024	ASAP
DAILY SALES TRAINING REVIEWING USED CARS INVENTORY	VAUTO	SALES MANAGERS, GSM	ONGOING	ASAP - NEVER ENDS AS ITS PART OF THE PROCESS

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.

DAILY MEETING WITH SALES MANAGERS REVIEWING MTD NUMBERS TO ENSURE WE ARE ON TRACK MEETING MONTHLY GOALS.

DAILY REVIEW OF RECON STATUS ON EACH VEHICLE TO ENSURE OF QUICK TURN AROUND

MOTHLY TRAINING SCHEDULE FOR SALES TEAM

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

WEEKLY MEETING WITH THE HEAD OF EACH DEPARTMENT TO MAKE SURE THAT EVERYONE UNDERSTAND THEIR ROLE IN ACHIEVING THE GOAL.

Sponsor Signature: _____