



HOMEWORK ACTION PLAN

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

Name JORDAN DZIERZANOWSKI Class # 442

Dealership JOE BASIL CHEVROLET Date 7/23/2024

Current Situation or Challenge to be Addressed:	UNLOADING AGED AND OR BAD INVESTMENT USED VEHICLE INVENTORY.		
Current Performance Level (include specific measure):	MONITORING DAYS IN INVENTORY ON VAUTO. CURRENTLY 16 UNITS OVER 75 DAYS.		
Goal (what do you want to achieve?):	LOWERING ALL AGED INVENTORY TO UNDER 75 DAYS. ONCE THAT IS DONE, LOWERING ALL AGED INVENTORY TO KEEP UNDER 60 DAYS CONSISTANTLY.		
Goal Performance Level (include specific measure)	GETTING VEHICLES UNDER 75 DAYS WITHIN 1 MONTH AND UNDER 60 DAYS BY 2ND MONTH		
Goal Start Date:	7/29/2024	Goal End Date:	12/31/2024
First Check-in Date:	8/5/2024	Performance Objective:	SELL TOP 5 OLDEST VEHICLES
Second Check-in Date:	8/12/2024	Performance Objective:	SELL TOP 5 WORST INVESTMENTS
Third Check-in Date:	8/19/2024	Performance Objective:	SELL TOP 5 OLDEST VEHICLES
Fourth Check-in Date:	8/26/2024	Performance Objective:	SELL TOP 5 WORST INVESTMENTS
How does your goal align with the dealers' vision?	TURNING MORE VEHICLES WHILE REDUCING OLD INVENTORY AND REDUCE FROZEN CAPITAL.		
What are the potential benefits of achieving your goal?	LESS FROZEN CAPITAL WHICH FREES UP CAPITAL TO PURCHASE MORE QUICK TURNING VEHICLES.		
What are the potential consequences if you don't achieve your goal?	MORE FROZEN CAPITAL AND HIGHER DAYS IN INVENTORY, USED INVENTORY COSTS KEEP RISING AS THEY SIT UNSOLD. HARDER TO SEEL WHEN PRICED OUT OF MARKET.		
Why is the goal important to you?	TO KEEP UP ON AGED INVENTORY LIST AND HAVE A CONSTANT TURNING INVENTORY SO WHEN CUSTOMERS DRIVE BY THEY DO NOT SEE THE SAME VEHICLES MONTH AFTER MONTH.		
Potential Obstacles	SALES NOT PUTTING FOCUS ON "FILTHY 5" LIST, AND NOT PUSHING THOSE CARS FIRST, ASWELL AS THE RISING COST OF AGED INVENTORY ON LOT.		

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Potential Solutions	PRINTING "FILTHY 5" LIST AND GIVING TO ALL SALES STAFF TO PUT FOCUS ON UNLOADING VIA RETAIL/WHOLESALE.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	UNLOADING AN AVERAGE OF \$170,228 EVERY WEEK IN FROZEN CAPITAL IN USED VEHICLE AGED/BAD INVENTORY. NOT NECESSARILY MAKING ANY MORE MONEY ON THEM, BUT NOT LETTING COST OF VEHICLES RISE AS THEY SIT UNSOLD IN INVENTORY.

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
GATHERING LIST OF AGED INVENTORY	USED CAR MANAGER/VAUTO	USED SALES TEAM	PRINTING TOP 5 AGED VEHICLES ON SHEET-REVIEWING WITH SALES TEAM	BEGINNING OF WEEK
GATHERING LIST OF BAD INVESTMENTS	USED CAR MANAGER/RECON MANAGER/VAUTO/RAPIDRECON	USED SALES TEAM	PRINTING TOP 5 BAD INVESTMENTS ON SHEET-REVIEWING WITH SALES TEAM	BEGINNING OF WEEK
PRIORITIZE USE OF AUCTION/WHOLESALE	ACV/SMARTAUCTION/BACKLOT	USED CAR WHOLESALE MANAGER	SELLING AGED/BAD INVENTORY AT AUCTIONS AS LAST RESORT TO OFFLOAD OLD INVENTORY	SETTING VEHICLES UP MONDAY-THURSDAY
REVIEW LIST WITH SALES STAFF	VAUTO/PRINTED TOP 5 COPIES	SALES PERSONNEL	FOCUSING ON AND SELLING TOP 5 BAD AND AGED VEHICLES	END OF WEEK FOR OLD LIST, BEGINNING OF WEEK FOR NEW LIST
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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.

INCENTIVISE SALES PERSONNEL TO SELL OFF THE WEEKLY "FILTHY 5" LIST AND PUT A CONTEST/BONUS PLAN TOGETHER FOR THE SALESPERSON WHO SELLS THE MOST/FASTEST.

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

WEEKLY MEETINGS WITH THE USED CAR STAFF REGARDING THE NEWLY UPDATED INVENTORY SHEET, MAKING SURE EVERY SALESPERSON HAS A COPY AS WELL AS BEING INFORMED ON THE HOT CARS TO SELL.

Sponsor Signature: _____

