



HOMEWORK ACTION PLAN

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

Name <u>Rick Farbo</u>	Class #	<u>442</u>
Dealership <u>Toyota on Edens</u>	Date	<u>8/1/2024</u>

Current Situation or Challenge to be Addressed:	Sales to Availability turn above region		
Current Performance Level (include specific measure):	69.1% The Region is at 74.9 and the district is at 71.9%		
Goal (what do you want to achieve?)	Beat the regions turn rate on a monthly basis		
Goal Performance Level (include specific measure)	We are currently only a few units behind the region		
Goal Start Date:	8/1/2024	Goal End Date:	9/1/2024
First Check-in Date:	8/10/2024	Performance Objective:	To be above the region
Second Check-in Date:	8/17/2024	Performance Objective:	Above the region
Third Check-in Date:	8/24/2024	Performance Objective:	Above the region
Fourth Check-in Date:	9/1/2024	Performance Objective:	Finish above the region in Sales to Availability
How does your goal align with the dealers' vision?	This goal aligns perfectly with our vision high sales to availability means bigger allocations and a high Retail Sales Effectiveness		
What are the potential benefits of achieving your goal?	More allocation and higher sales		
What are the potential consequences if you don't achieve your goal?	Lower allocations resulting in loss of volume, trade ins, serviced cars, market share and total gross. Would also negatively impact the income of employees and can cause employee and customer retention issues.		
Why is the goal	We need to be a top performing Toyota Dealer in Chicago the only way to		

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important to you?	grow our allocation and our business is by moving the cars faster then our competitors
Potential Obstacles	Tundras and Tacomas we have trouble selling right now in our market. Getting staff on board and emailing aggressive price quotes to every customer every time. Quality online responses answering the customers questions and great follow up. Proper handling of phone ups, leads and always asking for the appointment after providing excellent service earning the righ too.
Potential Solutions	.We are advertising the trucks aggressively and going after past owners with custom mail and one on one communication. We are willing to go deep in the soup to get rid of these particular units
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The impact will result in more sales, higher turns, more trade ins and bigger allocations. It will also give our finance department more chances and increase our UIO for more vehicles serviced by our dealer. It will also increase our Retail Sales Efficiency.

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
Pricing matrix for staff with very competitive pricing on these units	Excel spreadsheet with the models and pricing	New car manager, General Manager and sales force	To send competitive quotes on every Tundra or tacoma prospect we get.	Weekly Check ins 8/10-8/17-8/24 and 9/01
Aggressive online pricing in smart path and third party sites	Dealer Daily, Vauto	General Manager	By advertising competitive pricing get more internet leads and phone calls	8/10-8/17-8/24-9/01 Weekly phone call and lead reviews. Look at VDP and SRP on those vehicles to see how they are performing
Daily Meetings to	CRM reports,	Variable	Increase close	Every day at 9:30

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review internet close rates, appointments, quality response reviews and response times.	recorded phone call service to review calls.	managers and sales staff	rates and appointments scheduled	am we will have our meeting
Equity mining mailers with custom tailored offers	Team Velocity marketing company	General Manager	Offer and advertise competitive pricing to our PMA. Conquest offers and our customers. Get some interest in trading up.	Monthly mailer once a month. Track and measure using apollo to see if we are getting results and customize it based off those results.
Write a specific playbook for staff on what our expectations and vision is. Itemize internet, mailer and phone. Provide some scripts and word tracks. Set a guideline of specific targets we want addressed in every email and phone call.	Variable Managers, Microsoft word and paper.	Managers and sales people following the guidelines and hold everyone involved accountable to those guidelines in our review meetings.	Increase quality response. Better handling of phone ups and customers we advertised too.	Completion date of handbook 8/15/2024
Save a deal meetings	Variable managers	Managers and sales staff	Review deals from the day before. Discuss the trade, financing or pricing. Try to formulate a follow up gameplan so nothing slips thru	Save a deal meetings will be daily in our lead review meetings.

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			the cracks or gets lost in the CRM	
100% turnover to a manager policy	Variable managers	Sales staff and managers	Make sure no stone gets left unturned	Every customer, everytime, everyday, quickly

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.

We need to stay the course on our daily meeting and reviews. Even if things get better we will continue the course and celebrate our successes in the meetings and help and focus on the staff that is struggling to perform in a one on one format. Continued training and open discussions will be imperative to our long term success.

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

Meet with the managers to get input and feedback on the writing of the employee lead response handbook. After we are all on the same page with our vision share that with the staff and execute the action plan.

Sponsor Signature: _____