



HOMEWORK ACTION PLAN

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

Name <u>Sambo Sorm</u>	Class	# <u>N-440</u>
Dealership <u>Mcgovern Ford of Framingham</u>	Date	<u>7/1/2024</u>

Current Situation or Challenge to be Addressed:	20 pre-owned over 90+days with 130 total vehicle in stock		
Current Performance Level (include specific measure):	We've sold 395 used YTD. Front end avg: \$842, Back end avg: \$2199.		
Goal (what do you want to achieve?)	Sell 80 used avg per month from July to December and be \$1500 front end avg and \$2500 back end avg		
Goal Performance Level (include specific measure)	Used manager do lot walk twice a week with sales, recon and picture in the 1st 7 days, price based on market day supply		
Goal Start Date:	7/1/2024	Goal End Date:	7/31/2024
First Check-in Date:	7/8/2024	Performance Objective:	Recon, pictures, and price MDS
Second Check-in Date:	7/15/2024	Performance Objective:	40 used sold, pending halfway through the month
Third Check-in Date:	7/19/2024	Performance Objective:	Lot walk with fresh unit
Fourth Check-in Date:	7/22/2024	Performance Objective:	\$1500 front end avg
How does your goal align with the dealers' vision?	Increase more trades, wholesale, more service reconditioning		
What are the potential benefits of achieving your goal?	More gross in the used car department increase new vehicle market share by taking more deals		
What are the potential consequences if you don't achieve your goal?	With OEM dropping new vehicles daily, floor plan is already through the roof.		

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Why is the goal important to you?	The goal rush is over, this is getting back to the basic, Gross in the used car department will offset a lot of weakness at the dealership
Potential Obstacles	Getting my pre-owned manager to buy but I will lead
Potential Solutions	80-90% of the goals would be a start
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	By avg 80 used per month at \$1500 front end and \$2500 back end it will increase \$120k monthly gross and totaling 1.4 mil a year

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
Recondition 1st 5-7 days	Google doc with non-recon	Pre owned mgr	7/31	Every Monday and we have 5 Mondays in July
Pictures before and after recon	Vauto unplished photos	Inventory mgr	7/15	Every monday
Time to approve RO	Xtime email approve or unread	Pre Owned manager	Daily reply on email cc me	7/31
80+ day old preowned	MDS and data with V-ranking to sell	Pre Owned mgr	now	7/31
\$1500 front end avg	More info up front	Desk mgr	7/21	7/31-TBD
\$2500 back end avg	Offer more option on darwin menu	Business mgr	7/21	7/31 - TBD
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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.

Hold them accountable every Monday morning meeting, just checking in and see what we need to do as a team to help

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

Implement a pre-owned manager gather the sales team and do 2 lot walk per week. Managers approve RO within the 15 minutes exception to the one you need to check. How keys are ready for recon/pictures every morning

Sponsor Signature: _____