



HOMEWORK ACTION PLAN

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

Name <u>Nick Walton</u>	Class # <u>N443</u>
Dealership <u>CMA's Colonial Nissan</u>	Date <u>8/6/2024</u>

Current Situation or Challenge to be Addressed:	Attaching a offer to purchase check generated from Vauto to every R.O. in service		
Current Performance Level (include specific measure):	0 being generated currently		
Goal (what do you want to achieve?)	100% attached offer to purchase you're vehical. We need used inventory and this is the best way to start that conversation with no pressure on the customer		
Goal Performance Level (include specific measure)	Go from zero to 100% appraisal checks stapled to the RO. We do not have Xtime so this will be an added challenge		
Goal Start Date:	8/12/2024	Goal End Date:	9/30/2024
First Check-in Date:	8/23/2024	Performance Objective:	25%
Second Check-in Date:	9/6/2024	Performance Objective:	50%
Third Check-in Date:	9/18/2024	Performance Objective:	75%
Fourth Check-in Date:	9/30/2024	Performance Objective:	100%
How does your goal align with the dealers' vision?	They agree that aquiring cars for the service drive is the best way to grow our Used car department with the right inventory.		
What are the potential benefits of achieving your goal?	These are our customers that have purchased here and service here. We need to start that conversation and instead of spending the money to maintain their old lets upgrade to a new model.		
What are the potential consequences if you don't achieve your goal?	We have not been able to grow the used inventory level to achieve our monthly forecast sold. Auctions have been very expensive with fees and transportation. We can not traded enough with current new car sales to support our used car department and our volume continues to drop.		

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Why is the goal important to you?	These are our customers that service with us. The benefit will be obtaining great inventory and increasing sales with customers that choose to upgrade that might have not been in the market for a new car or Certified preowned.
Potential Obstacles	Not having xtime tool makes its more difficult to appraise without physicaly looking at every car.
Potential Solutions	Increasing sold volume and growing the used inventory to a level to hit our monthly forecast we set for the 2024 year
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Huge increase in sales both New and Used that we organically generate without Advertising dollars. We are using the tools we already have to reach out to our customers

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
Car arrives for service	Service tablet	Service writers Tom Lincoln Joey Scoobiazak Branden Tinsley Todd Wheeler	Pictures and description of car for at check in	Appointment time that was scheduled 7:30am to 4:30 pm Daily
Appraisal performed	Vauto Printer	Martin Haggard	Value with offer to purchase to be stapled to R.O at time of check out	When car arrives and after estiment written
Offer to purchase or trade attatched to each RO at check out	Vauto Check	Service writers And Cashier	Start the conversation about trading or selling	Daily 7:30 to 4:30pm Start 8/12/24 8/23 25% 9/6 50% 9/18 75%

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				9/30 100%
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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.

We will have a sharable log that shows the percentage of service upgrades monthly. We will make sure everyone understands the importants of obtaining our customer cars to grow the preowned department.

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

We will kick off the initiative with a meeting with all department heads and Service writers. We have manger meetings every Tuesday to go over departmental performance. We do monthly Financial Reviews that cover all departments with GM COO CFO and will monitor the impacts on the store and statement.

Sponsor Signature: _____