



HOMEWORK ACTION PLAN

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

Name Sean Osborne Class # N441

Dealership Tuttle Click Ford Lincoln Date 7/11/2024

Current Situation or Challenge to be Addressed:	Time to line has been challenging with off brand makes.		
Current Performance Level (include specific measure):	Off brand makes take 5 to 10 days versus our brand take 2 to 3.		
Goal (what do you want to achieve?)	Ultimatly sell more used vehicles at a faster rate maxiumize profit while attacking off brand vehicle market.		
Goal Performance Level (include specific measure)	Track open goals during meetings with two tracking boards (one in the service director's office and one in GM's office)		
Goal Start Date:	8/1/2024	Goal End Date:	1/1/2024
First Check-in Date:	8/15/2024	Performance Objective:	Off Brands time to line 9 days or less.
Second Check-in Date:	9/1/2024	Performance Objective:	Off brands time to line 6 days or less.
Third Check-in Date:	11/1/2024	Performance Objective:	Off brands time to line 5 days or less.
Fourth Check-in Date:	12/1/2024	Performance Objective:	Off brands time to line 4 days or less.
How does your goal align with the dealers' vision?	My dealer's passion is efficieny. The faster we can get used vehicles to the line the better profitablity and espicially with off brand makes to be aggressive in our market.		
What are the potential benefits of achieving your goal?	The success of acomplishing a mission. More turns = more gross.		
What are the potential consequences if you don't achieve your goal?	Longer time during reconditioning will cause lost gross and unhappy sales people.		
Why is the goal important to you?	This will help set the tone in my serive deparment, increase CSI throughout the store and create better grosses that leads to a more successful store !		

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Potential Obstacles	We do not have a dedicated used car manager.
Potential Solutions	Put me over all UCI Ford and Non-Ford.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We could generate an additional 100,000 in gross; from parts, service and used.

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
FTR	Stocked Parts	Parts Manager	Having a adequate parts in stock.	8/1/204
Monitor technician performance	Daily Flag reports	Service Manager	Increased used car tech efficiency	8/15/2024
Documentation pre-set by make/model	History based on market	Service Manager and Sales Manager	Open RO and Stocked Parts	9/1/2024
Pre-evaluation of Trade Vehicle	Electronic MPI	Used Car Tech	Less recon expense	9/15/2024
Documentation of time through service on vehicle's front windshield	Chalk Pen	Service manger, used car manager	Better organization of used vehicles	10/1/2024
Recon vehicle's parked in "Go Area"	Dedicated parking	Service manager and used car manager	Faster moving, organization	10/15/2024
Vehicle's purchased from auction report	Mayheim and Adesa	Auction Vendor	Better knowlegde of inventory	11/1/2024

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.

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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.

I will start with my leadership and goal setting. Once my teams see hardwork pays off with great results everyone will buy in. The more attention to off brand used vehicles time to line will result in a better work environment and a much more successful dealership.

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

I will create a Wednesday meeting with Service manager, Parts manager and used car manager to goal plan and talk about KPAs.

Sponsor Signature: _____