



### HOMWORK ACTION PLAN

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

Name Matthew Pilkington Class # 442

Dealership Ewing Buick GMC Date 8/16/2024

Current Situation or Challenge to be Addressed:	We currently have a large months supply of GMC Hummer EV.		
Current Performance Level (include specific measure):	We currently have a 5.2 Months Supply. (152 days)		
Goal (what do you want to achieve?)	Because EVs are a deal of their own and the price point of the Hummer is \$100K plus, I think a realistic goal would be to get down to under a 120 day (4 month) supply.		
Goal Performance Level (include specific measure)	4.0 or less month supply by 10-1-24. This require only 1.5 more Hummer deliveries per month, at our current inventory level. We Average 5 Hummers per month and we will strive for 9 deliveries per month.		
Goal Start Date:	8/12/2024	Goal End Date:	10/1/2024
First Check-in Date:	8/31/2024	Performance Objective:	6 Hummer Deliveries
Second Check-in Date:	9/30/2024	Performance Objective:	7 Hummer Deliveries
Third Check-in Date:	10/31/2024	Performance Objective:	8 Hummer Deliveries
Fourth Check-in Date:	10/31/2024	Performance Objective:	9 Hummer Deliveries
How does your goal align with the dealers' vision?	Increasing Hummer EV sales velocity will decrease inventory dollars and also allow the OE to build more ICE units.		
What are the potential benefits of achieving your goal?	By achieving our goal we will likely be a top, if the not the top, Hummer dealer in our area or state. This will increase our relationship with the OE, increase our trade chances, and increase our customer base for service and future sales.		
What are the potential consequences if you don't achieve your goal?	If we do not meet our goal we will have large amounts of expensive inventory on our lot, slowing our turn rate, and ultimately being poor investments for our dealer.		
Why is the goal important to you?	The goal is important to me because I take pride in all of our products and especially the Hummer EV. We have agreed to take on a large amount of them and I am committed to turning them quickly and efficiently.		



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<b>Potential Obstacles</b>	There are is still some uncertainty and ignorance in society when it comes to EVs. I, personally, never thought I would own an EV because of my own ignorance about charging, etc. However, I am now own one and I am completely sold.
<b>Potential Solutions</b>	.One solution, for me personally, was to buy one so I could advocate to customers and other employees about all the advantages of driving a Hummer EV.
<b>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</b>	+/- \$15,000 in sales gross not including floorplan expense savings, possibilities of trades, recon, service, etc.

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
Increase EV ownership education.	Own an EV	Matthew Pilkington	To understand the benefits of EV ownership	5/1/24- Current
Increase Employee EV ownership	To sell employees EVs	New Car Managers	For them to experience the benefits of EV ownership	6/1/24- 10/1/24 Monthly Checkpoints
Include Free Level II Chargers for EV customers	Advertisement and Parts Department	New Car Managers	Customers can have some axienty relief about buying an EV if the charger that they need is included in the deal.	5/1/24- Current
Allow interested customers to drive Hummer EVs upon request	Hummers	New Car Managers	Customers will like it and buy it.	5/1/24- Current
Hold Hummer Events for interested customers.	Dealership, Hummers, Sales Employees	Matthew Pilkington	Customers can have questions answered.	8/22/24-8/22/24

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Share Hummer Volume Goal with staff	Communication Skills	Matthew Pilkington	Hit the goals in place in the intervals set.	8/1/24-10/1/24
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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.

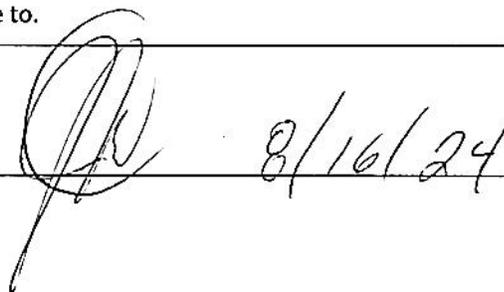
Once you've accomplished your goal, added or adjusted policies, procedures, and behaviors, now what? How will you ensure you and your staff do not fall back into the previous habits that produced poor results? Be specific.

I don't think we necessarily have any bad habits to fall back on with EV sales. They are new to us, in general. However, I will constantly monitor high day supply inventory and always bring focus to it in ways like I listed above.

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

We have had several meetings about EV sales and talk about it often. The staff is excited about them and knowledgeable. The management staff also understands the importance of turning inventory quickly. We meet on these subjects multiple times a week and will continue to.

Sponsor Signature: \_\_\_\_\_



[Signature]

8/16/24