



HOMWORK ACTION PLAN

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

Name Brittney Scott Class # Seminar 19
 Dealership Woodruff Chevrolet Date 8/19/2024

Current Situation or Challenge to be Addressed:	New inventory turn rate		
Current Performance Level (include specific measure):	3.8%		
Goal (what do you want to achieve?)	Improve new turn rate to 7%		
Goal Performance Level (include specific measure)	7%		
Goal Start Date:	9/1/2024	Goal End Date:	9/30/2024
First Check-in Date:	9/2/2024	Performance Objective:	Click or tap here to enter text.
Second Check-in Date:	9/16/2024	Performance Objective:	Click or tap here to enter text.
Third Check-in Date:	9/23/2024	Performance Objective:	Click or tap here to enter text.
Fourth Check-in Date:	9/30/2024	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	Goal is to increase new turn		
What are the potential benefits of achieving your goal?	Increase dealership profit		
What are the potential consequences if you don't achieve your goal?	Stay stagnant or decrease in turn		

HOMEWORK ACTION PLAN

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

Why is the goal important to you?	Improve profitability and improve turn rate to allow more vehicle orders
Potential Obstacles	Competition pricing, inventory (packages, equipment)
Potential Solutions	Order most wanted packages and trims, aggressive pricing following time
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$934,699 annually

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
Check prices weekly	Websites	Rick	No discounts missing, adjust as needed	Click or tap here to enter text.
Increase new F&I	Menus	Chuck	Increase to \$800 from \$563	Click or tap here to enter text.
Prioritize low VDP Pages	DealerOn	Brittney	Bring more attention, price, banners, colors	Click or tap here to enter text.
Execute price plan for overage units	Global, D2C2	Rick	0-30 days, 31-45 days, 46-60 days, 61+	Click or tap here to enter text.
Data analysis on selling vehicles	Maxis	Chuck	What is selling in our zone, trim, packages, equipment	Click or tap here to enter text.
Competitive price shops	Other local dealers	Every Manager	Check out the competition, what are they doing?	Click or tap here to enter text.

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Photos and pricing on every vehicle	Website	Every Manager	Ensure photos and accurate pricing	Click or tap here to enter text.

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.

Click or tap here to enter text.

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

Sales Managers will meet daily to discuss stragegy and update accordingly

Sponsor Signature: _____