



HOMEWORK ACTION PLAN

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

Name <u>Eric Salas</u>	Class # <u>N445-13</u>
Dealership <u>Volkswagen of Nanuet</u>	Date <u>8/21/2024</u>

Current Situation or Challenge to be Addressed:	Notice leads is not being utilized as it should be, not all customer up's are being accounted for so the process is broken		
Current Performance Level (include specific measure):	A lot of broken steps that can generate more business		
Goal (what do you want to achieve?)	Hold all employees accountable that are supposed to be using the system and train the ones who do not know how to use it		
Goal Performance Level (include specific measure)	The goal is to have all sales managers using the system correctly, so we can follow up with customers who did not purchase a vehicle yet, this should up sales 10%		
Goal Start Date:	9/2/2024	Goal End Date:	10/31/2024
First Check-in Date:	9/9/2024	Performance Objective:	Training complete
Second Check-in Date:	9/16/2024	Performance Objective:	KPI numbers going up
Third Check-in Date:	8/26/2024	Performance Objective:	KPI numbers at a steady count all up's are being entered
Fourth Check-in Date:	10/31/2024	Performance Objective:	KPI numbers at a steady count all up's are being entered and customers who did not buy are being followed up with
How does your goal align with the dealers' vision?	All process in the dealer should be managed		
What are the potential benefits of achieving your goal?	Getting everyone on the same page to build up sales from new and used		
What are the potential	It comes down to Lost sales, not following up with the process and		

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consequences if you don't achieve your goal?	following up with customers
Why is the goal important to you?	The goal is important to me for the reason paying for a system that offers so much that we do not utilize and we can do so much better if we do.
Potential Obstacles	Employees not following the process
Potential Solutions	Holding personel accoutable or replacing ones who do not want to comply
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Generating another 27,000 in gross monthly between new and used in the 1st 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
Traing sales personel	Elead training	Sales managers	To start following the process as soon as possible	9/2/24-weekly - 10/31/24
Training sales managers	Elaead training and myself	myself	To start following the process as soon as possible	9/2/24-weekly- 10/31/24
BDC staff	Myself and sales managers	Sales managers and bdc managers	To start following the process as soon as possible	9/2/24 -weekly- 10/31/24
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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.

Once I know the process is being managed correctly and gauge it through the reports in eleads, I may start spiffing sales or BDC for following up lost customers and bring in them in and selling them a vehicle, may bring some uderstanding why we follow the process.

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

I will be running reports weekly that eleads provide and have Monday weekly meetings with all sales and BDC managers to go over pertengar utilization ogf the system.

Sponsor Signature: _____