



## HOMEWORK ACTION PLAN

Variable Operations 2

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S SPECIFIC

M MEASURABLE

A ACHIEVABLE

R RELEVANT

T TIME-BOUND

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Name BRIAN TORRES.

Click or tap here to enter  
Class # **446-02/75**

Dealership Keller Motors/ Keller Ford Lincon

Date 08 / 28 / 2024

Current Situation or Challenge to be Addressed:	Flooring and Inventory Turn		
Current Performance Level (include specific measure):	Flooring and GROI		
Goal (what do you want to achieve?):	Reduce Flooring and Increase		
Goal Performance Level (include specific measure)	New Vehicle Inventory 8 turns and Used 12 Turns. Have Flooring as a credit		
Goal Start Date:	09/01/2024	Goal End Date:	06/30/2025
First Check-in Date:	12/31/2024	Performance Objective:	Used Vehicle Inventory at hard 60
Second Check-in Date:	03/31/2025	Performance Objective:	New Vehicle inventory at 100 days
Third Check-in Date:	04/30/2025	Performance Objective:	Measure Progress GROI
Fourth Check-in Date:	06/30/2025	Performance Objective:	Look at Flooring expense related to 08/2024 and measure success
How does your goal align with the dealers' vision?	Reduce Expenses and Maximize our Business Opportunities across the Fleet.		
What are the potential benefits of achieving your goal?	Unit increases, Higher GROI, reduced expense, Earn more allocation, and better overall health of the Dealerships		
What are the potential consequences if you don't achieve your goal?	Earning less New Vehicle Inventory. Higher expenses, Lower GROI. Competition begins to outpace and perform better. We lose market share.		
Why is the goal important to you?	I know that we can do this. This would set us apart from the completion. Would make our Dealership stand out. Would also strengthen our business.		
Potential Obstacles	Staff, conscientious objectors.		



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Potential Solutions	Early adapters, Managers Buy ins, staff committed.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	1,560,658

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
Use Vehicle 60-day Hard turn	Competitive Trade Appraisals, Vehicle acquisition, Purchase opportunities.	Used Car Manager	Examine Market Day supply and move off of inventory with excess days	09/01/2024 12/31/2024 Monthly check points
100 Days stock	More Sales People, reach out to Brokers.	New Vehicle GSM	Examine Market Day supply and move off of inventory with excess days	09/01/2024 03/31/2025 Monthly check points
Measure Progress GROI	Sales Data	All Sales Department Managers	Improved inventory turns through out the Fleet better Returns on investment. Higher Grosses and better Net Dollars	09/01/2024 04/30/2025 Monthly check points
Reduced Flooring Cost	Expense Reports	All Sales Department Managers, GM	Reduced Expense and higher Net Dollar retention	09/01/2024 06/30/2025 Monthly check points

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.

Inspect what I expect!!!



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

All in on the solution.

Sponsor J O N K E L L E R   S i g n a t u r e :