



## HOMEWORK ACTION PLAN

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

Name Johanna Love Class # N441

Dealership Bob Johnson Chevrolet, Inc Date 7/30/2024

Current Situation or Challenge to be Addressed:	X Increase our email response rate on website inquiries of our used vehicles		
Current Performance Level (include specific measure):	Our current email engagement rate is 63.84		
Goal (what do you want to achieve?)	Increase the engagement rate by 25% within 4 months by March 1,2025		
Goal Performance Level (include specific measure)	The goal is to incorporate video walkarounds for used cars in the follow-up process for customers that have shown interest in specific vehicles on our website. This will involve creating personalized videocontent and itegrating it into follow-up email or SMS communication within 12 hours.		
Goal Start Date:	11/1/2024	Goal End Date:	3/1/2025
First Check-in Date:	11/30/2024	Performance Objective:	Train a small team on how to create high quality video walkarounds. Establish a standard template for video structure and script to maintain consistency. start with 10 video walkarounds on the 10 most popular units in inventory and that videos are correctly integrsted into our CRM for follow-up communication. Begin sending to customers who inquiry about these specific units.
Second Check-in Date:	12/30/2024	Performance Objective:	Expand video walkarounds to the top 20 most viewed used vehicles. Monitor email open rates and video click-through rates. Achieve a 10% improvement in customer engagement metrics from the previous month
Third Check-in Date:	1/30/2025	Performance Objective:	Complete videos for the balance o the inventory. Introduce more

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			personalized videos based on specific customer questions or preferences gathered during website interactions or previous inquires. Increase conversion rates by 10% through improved video personalization.
Fourth Check-in Date:	2/28/2025	Performance Objective:	Evaluate the full impact of video follow-ups on sales conversions, customer engagement and satisfaction.
How does your goal align with the dealers' vision?	This goal aligns with Bob Johnson Chevrolet's commitment to innovation, superior customer service, and personalized experiences. By using video to engage customers in a more dynamic way, the dealership will stand out, building deeper trust and loyalty with its audience. It strengthens our focus on delivering a cutting-edge, customer-centric approach in an increasingly digital market.		
What are the potential benefits of achieving your goal?	<ol style="list-style-type: none"> <li>1. Improved Customer Experience: Customers will receive more detailed and personalized information, making their decision-making process easier.</li> <li>2. Increased Engagement: Video content is more engaging than static images or text, leading to higher open and click-through rates.</li> <li>3. Higher Conversion Rates: Customers who receive personalized follow-up videos are more likely to return to the dealership for a test drive or purchase.</li> <li>4. Differentiation from Competitors: Offering video walkarounds positions Bob Johnson Chevrolet as a more modern, customer-focused dealership.</li> <li>5. Increased Sales and Revenue: By enhancing engagement and conversions, the dealership can expect a direct impact on sales growth.</li> </ol>		
What are the potential consequences if you don't achieve your goal?	<ol style="list-style-type: none"> <li>1. Missed Opportunities: Without video walkarounds, the dealership risks losing potential leads to competitors who offer a more personalized experience.</li> <li>2. Lower Engagement Rates: Relying solely on traditional methods like emails or phone calls may result in lower customer engagement.</li> <li>3. Reduced Sales Conversions: A lack of dynamic follow-up could mean fewer leads convert to actual sales, impacting revenue.</li> <li>4. Customer Disengagement: Not using engaging methods could lead to customers seeing Bob Johnson Chevrolet as outdated or not customer-centric, leading to lower brand loyalty.</li> </ol>		
Why is the goal important to you?	Incorporating video walkarounds addresses a critical need for personalizing customer communication, making the dealership more approachable and transparent. It will also keep the dealership competitive in a digital-first market where customers expect engaging, multimedia content.		

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<b>Potential Obstacles</b>	1: Time and Resource Constraints 2: Technical Difficulties with CRM Integration 3: Low Initial Customer Engagement 4: Staff Buy-in and Adoption
<b>Potential Solutions</b>	1. Allocate dedicated staff for video creation and editing. 2. work closely with the CRM provider to ensure that the video follow-up process is automated and userfriendly. 3. Experiment with different video formats and email subject lines to increase open rates. 4. Emphasize the importance of the goal during team meeting and incentivize performance with clear metrics on how video follow-ups will help close more deals.
<b>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</b>	Based on our lead to sales conversion rates we believe this improvement could result in an additional 15 used vehicle sales per month which equates to \$45,000 additional monthly gross profit

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
Assign Roles, identify video tools, training on walkaround	Smart phones and or video cameras and Tripod	Marketing Manager/GSM	Begin creating video content	November 1-13th
Ensure video emails are integrated with the CRM. Have at least 50% of the inventory test videos created and ready to release	Vin Solutions	Marketing Manager/GSM	Integrating video to CRM	November 14- 28th
Have first 10 completed and ready released to CRM	Click or tap here to enter text.	GSM	Review for final release to CRM	November 30th
Track click through rate. Adjust based on Customer feedback	Google analytics and Vin solutions	Marketing Manager/GSM	Refine Video and improve delivery if	December 1-30th

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and engagement. Have 20 more videos ready.			necessary. Release 20 more	
Ensure the balance of UV (other 50%) inventory has video and is ready to release.	Click or tap here to enter text.	GSM	Click or tap here to enter text.	Click or tap here to enter text.
Recon Manager will communicate to GSM when fresh inventory is ready for video walk around.		GSM	Increased engagement rate 25%	Click or tap here to enter text.
Assess the overall success of the open rates, response rates and conversions.	Google analytics, and vinsolutions	GSM	Increased engagement rate 25%	February 28th 2025

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.

Regular Monitoring with weekly audits and follow-up, Designate team members responsible for video and conduct monthly training sessions to reinforce to importance of video follow up.

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

1. Kickoff Meeting (Week 1): To discuss roles, responsibilities, and the initial setup of resources.
2. Monthly Progress Meetings: To review the performance of video walkarounds, track metrics, and identify areas for improvement.
3. Final Review Meeting (End of Month 4): To assess the overall success of the initiative, determine long-term viability, and decide on next steps.



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Sponsor Signature:

 *President*

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