



## HOMEWORK ACTION PLAN

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

Name	Jesse Jaramillo	Class	#	446-14
Dealership	Kunes Chevrolet GMC of Elkhorn	Date		9/4/2024

Current Situation or Challenge to be Addressed:	We are not taking in enough Street/Curb buys yet they are our highest GROI vehicles		
Current Performance Level (include specific measure):	Only 1 Curb buy taken in the last 90 days. Our Trades on Used GROI is 231% and our Trades on New is 167% so we know we are taking in trades but need to actively go after Curb/Street buys.		
Goal (what do you want to achieve?)	I would like 20 Curb/Street buys per month.		
Goal Performance Level (include specific measure)	Need to talk to every service customer, and actively search FB market place/Craigslist/Private sellers		
Goal Start Date:	9/16/2024	Goal End Date:	12/16/2024
First Check-in Date:	9/30/2024	Performance Objective:	2 curb/street buys
Second Check-in Date:	10/15/2024	Performance Objective:	3 curb/street buys
Third Check-in Date:	9/30/2024	Performance Objective:	7 curb/street buys
Fourth Check-in Date:	10/31/2024	Performance Objective:	10 curb/street buys
How does your goal align with the dealers' vision?	This will help with getting more quality used vehicles and not having to rely so heavily on Auction purchases which only have a 47% GROI		
What are the potential benefits of achieving your goal?	Better Quality used vehicles. Will also have the ability to move some of these customers to Leases, and increase our overall GROI.		
What are the potential consequences if you don't achieve your goal?	We will be at the mercy of our Corporate Buyers & the auctions.		
Why is the goal	Variable is always excited about fresh trade and street buys. It helps		

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important to you?	keep them positive and they make more money on them. Also, gives service more UCI's and internal work. Helps every person in every department. Its also important to me because no one in the group has a successful process and I'd like to make this work to implement it at other locations.
Potential Obstacles	Only 1 employee focusing on it that will be working Monday - Friday 9 - 5 pm so there may be an obstacle with communicating properly.
Potential Solutions	Give this one employee manager access to Vauto/Vinsolutions CRM to set tasks for our Sales Professionals. Create Commision/Spiff for Curb cars/Street purchases
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	20 additional Used vehicles, without \$14000 auction fee's, transport, plus Service Recon. Using our averages = \$148,0000.00 in additional Gross.

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
Create a process for this position	Vinsolutions Mining tool Vauto	UCM	Analyse with Managers and get their input.	09/02/2024
Put an ad out for position	indeed	Jesse Jaramillo	Find a Talented person that cares about this new position	09/08/2024
Hire someone	indeed	Jesse Jaramillo	Bilingual, smart, personable, self motivated	09/16/2024
Training	Vins, Mining Tool, Vauto	UCM	To be fluid in our software, and fully certified for state of Wi.	09/30/2024

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Measure Results	Excel spread sheet along with Vin Lead source	UCM	10 cars street buys	10/31/2024
Improve Results Monthly & Measure Meetings	Source/Count "K" cars	Jesse Jaramillo	20 cars / month	12/31/2024
Buy K Cars, or Curb/Street purchases	Mining tool/Service Drive/ FB market place, Private Sales	Ernie Solorzano Mike Rossi Jesse Jaramillo	20 / month	09/16/2024 10/31/2024 11/30/2024 12/31/2024

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 Ernie hits 20 in One Month we will pay a nice Bonus! Dangle a 25 vehicle Carrot & continue to push more.

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

Ernie will meet with Jesse once a month until he hits 20 units 3 months in a row.

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