



HOMEWORK ACTION PLAN

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

Name Nathan Myler Class # N438

Dealership Toyota Marin Date 9/24/2024

Current Situation or Challenge to be Addressed:	Need to increase total sales volume while maintaining current PVR		
Current Performance Level (include specific measure):	Our YTD average is 280/month but since right-sizing our used department to a profitable position our average is 261 over the last 120 days		
Goal (what do you want to achieve?)	Increase total sales monthly		
Goal Performance Level (include specific measure)	Consistently sell 300+ total units per month		
Goal Start Date:	10/1/2024	Goal End Date:	6/30/2025
First Check-in Date:	10/31/2024	Performance Objective:	5% increase on 120 day average (274)
Second Check-in Date:	12/31/2024	Performance Objective:	10% increase on 120 day average (287)
Third Check-in Date:	2/28/2025	Performance Objective:	Achieve goal of 300+
Fourth Check-in Date:	4/30/2025	Performance Objective:	Sustainment of goal
How does your goal align with the dealers' vision?	It perfectly aligns as our belief is to provide a world class customer experience and contuning to provide that breeds referral/repeat customers and help grow the business		
What are the potential benefits of achieving your goal?	39 additional units at \$2700/PVR is an additional \$105300 in gross profit		
What are the potential consequences if you don't achieve your goal?	Staying stagnant, if you aren't growing your dying!		
Why is the goal important to you?	It not only help provide additional profit for the dealership but allows the employees to be more successful and create more opportunity for service/parts as the recon/PDI the cars and overwhelmingly helps the entire moral of the store		



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Potential Obstacles	Inconsistent flow of new car inventory
Potential Solutions	Consistent sustained profitable used car volume that allows a much lower new car dependency
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$105300 in sales gross profit plus 29% trade-ins the on ~40 extra deals and additional service/parts gross in recon/PDI

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
Turn new vehicle inventory above the region average	Salespeople and GSMs	Myself	Outturning the region in new car sales	It has started already with no end in sight and checkpoints bi-weekly that need to be hit
Increase outright purchase quality/quantity	Effective buying team	Tony Chang	Purchase 80+ retail units per month	Start date 10/31, no end date and daily scorecard
Creating a culture of building your own customer base	Signal equity mining	GSM's	Increase campaign deals from ~36 a month to 50	Start date 11/1, no end date and daily scorecard check in
Improve used car time to line and quality	Available techs, quick decision making, and continuing to prioritize LOIs	Mike shapiro	Improve time to line speed to less then 7 days	Start 10/1 with no end date and scorecard weekly to check in
Conduct daily sales meetings with training to ensure new hires don't slip through the crack and are able to pull their own weight	Training material and GSM commitments to continous improvement	Myself	Daily shift meetings will continue to be conducted by GSMs to train their team	Start date has already happened with no end date and daily scorecard check ins



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Improve preference/BOS change/new vehicle inventory ordering	Time	Myself	Improve new vehicle ordering to increase vehicle profit margins and turn time	Start 10.1 allocation and checkpoint bi weekly
Maintain staffing level to 26+ salespeople	Indeed, 3rd party hiring sources	GSM's	Maintain sufficient staffing levels and hire capable productive employees when necessary	Start 10/1 and check in weekly

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.

Continue to execute on all the actionables and scorecard so it thing fall off you can put yourself back on track quickly

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

All manager Friday meeting and daily sales meetings

Sponsor Signature: