



HOMEWORK ACTION PLAN

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

Name <u>Jonathan Kam</u>	Class #	<u>N440-07</u>
Dealership <u>Roadsport Honda</u>	Date	<u>6/14/2024</u>

Current Situation or Challenge to be Addressed:	Current Inventory at 50 units and salesperson at 5		
Current Performance Level (include specific measure):	Current monthly deliveries at 50 units and GP at \$180k		
Goal (what do you want to achieve?)	Catchup to 0.8 to 1 to New car Dept meaning 100 deliveries and \$400k GP		
Goal Performance Level (include specific measure)	GP to be \$350k on 80 units, \$400k+ on 100 deliveries- \$4000 PVA both front and back. Stocking in 150 units, and total 10 salesperson		
Goal Start Date:	6/24/2024	Goal End Date:	9/30/2024
First Check-in Date:	7/12/2024	Performance Objective:	Inventory 70 units, deliver 70
Second Check-in Date:	8/15/2024	Performance Objective:	Inventory 95 units, deliver 90
Third Check-in Date:	8/31/2024	Performance Objective:	Inventory 100+, deliver 95
Fourth Check-in Date:	9/14/2024	Performance Objective:	Inventory 120, deliver 100
How does your goal align with the dealers' vision?	The Vision of 1:1 new to used, and able to produce GP \$400k+		
What are the potential benefits of achieving your goal?	Turning products quicker, recon GP to the dealership, F&I opportunity,		
What are the potential consequences if you don't achieve your goal?	Unable to hire more salesperson and FSMs, limiting dealership profitability and absorption between Serv Dept and Used car dept.		

HOMEWORK ACTION PLAN

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

Why is the goal important to you?	Business plan/commitment to the owner since new car dept is capped at number of units by Honda Canada, only variable business is expanding used car dept.
Potential Obstacles	Lack of parking, dedicated Techs, needing to floorplan used car inventory
Potential Solutions	.renting parking spaces from sister dealership, chattering floorplan to buy more units.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Bringing \$400k+ on Used Car Dept GP, and Net \$100k+

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
Purchase more units for inventory	Hire Aquisition Manager	Used Car Manager	Free up Used Car Manager but inventory at 80 units	Starts on July 15, Check in July 31
Hire 3x salesperson	Indeed, sister dealership	GSM, HR Manager	30-45 additional writes/deliveries per month	Starts on July 1, Check in Aug 01
Hire 1x Used Car Manager	Indeed, Sister dealership	GSM, HR Manager	Daily coaching and TO each customer	July 01, Check July 15
Training FSM focus on both new and used car	Sym-Tech Dealer Services for training/reporting	GSM, Sym-Tech Dealer Manager	PVA@\$3000, PPD@1.5	July 01, check in July 15
Service Drive using Autoalert	Reinstate Autoalert	Used Car Manager, Salesperson	Daily appraisals x10, weekly vehicle aquired 5	July 15, check in Aug01
Hire Internal	Service Dept Tech	Service Manager,	Recon Time	Starts July 01,

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Advisor and 1x dedicated Tech		HR manager	reduce to 3 days turnaround	check in Aug01
Daily usage of Traffic Management, daily tasks assigned to sales	TMS, daily meeting	GSM, Used Car Managers	3 day follow up, non purchase, leads	July 01, check in July 10

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.

We have implemented daily meetings at 2pm each day. Sales managers also produces a daily report on yesterday's traffic, non purchase, number of leads completed by each sales staff. Tracking monthly sales targets by units, CSI current standing.

Created excel files tracking sold, approved, declied and delivered status. On a daily and weekly basis, will know how many units will actually gets delivered and the GP tracking espeically on F&I profit.

If sales staff are behind on metics such as appointment making, conversation to traffic, leads conversation on both telephone and internet leads, Demo Drive. New leads will not be distributed until performance is achieved to each salesperson.

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

Daily Meetings keep tracks of peers and what vehicles are not approved, it will be release for sale so vehicles will not be aged for this reason. Weekly meetings on individual tracking determines if each salesperson is generating leads from their own social media or taking dealerships organic leads.

Sponsor Signature: _____