



## HOMEWORK ACTION PLAN

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

Name <u>Ivan Corak</u>	Class #	<u>PAG17</u>
Dealership <u>Motorwerks BMW</u>	Date	<u>10/4/2024</u>

Current Situation or Challenge to be Addressed:	Trade in process		
Current Performance Level (include specific measure):	Underallow on trades and retain more trades		
Goal (what do you want to achieve?)	Able to underallow \$1000 on trades coming in.		
Goal Performance Level (include specific measure)	As of now we do not have a clear trade in process and we rarely underallow on trades looked at.		
Goal Start Date:	10/1/2024	Goal End Date:	3/31/2025
First Check-in Date:	11/1/2024	Performance Objective:	\$250
Second Check-in Date:	1/1/2025	Performance Objective:	\$500
Third Check-in Date:	2/1/2025	Performance Objective:	\$750
Fourth Check-in Date:	3/31/2025	Performance Objective:	\$1000
How does your goal align with the dealers' vision?	Dealer objective is to sell more pre owned vehicles and retain more gross		
What are the potential benefits of achieving your goal?	More sales = more profit. \$1000 underallowance on trades would bring over \$50,000 to the bottom line monthly.		
What are the potential consequences if you don't achieve your goal?	Missed trades, lower PVR.		
Why is the goal important to you?	If executed this would be the quickest way to add more money to the bottom line.		

## HOMEWORK ACTION PLAN

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

Potential Obstacles	Push back from employees, more work for Managers .
Potential Solutions	Have a manager training, lead by example. More money for the employees, more sales.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	Just looking at the underallowance we would make on average \$50,000 more per month plus additional sales with less missed trades. Could generate over \$100,000 of gross monthly.

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
Have a process	Other dealers with proven track record	GM, GSM, Managers	A working process that aligns with the goal	10/01/2024 03/31/2025 checkpoint
Training	V-Auto, KBB, NADA, MMR	Used car managers	Trade walk, early TO	10/05/2024
Review trades from previous day	V-auto, Missed trades, previous days appraisals	Used car managers	Less amount of missed trades.	10/05/2024
Incentive program for employees	Other dealers	GM, GSM	A profitable incentive program for both employees and dealer	10/05/2024
Regular reports to monitor progress	Deal lookup	Used car managers	More money to the bottom line	10/05/2024
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

## 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
Click or tap here to enter text.				

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.

Explaining the why? Once everyone sees the bottom line increase and their pay go up they will not want to diviate from the process. GM, GSM holding managers accountable on the process and have weekly check in meetings.

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

Conference calls with other dealers to see how the process is laid out and how it is working for them. GM,GSM and all the managers brainstorm the best way to execute the plan.

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