



HOMEWORK ACTION PLAN

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

Name <u>Mitch Maurer</u>	Class #	<u>PAG017</u>
Dealership <u>Audi Mentor</u>	Date	<u>9/26/2024</u>

Current Situation or Challenge to be Addressed:	Increase market share		
Current Performance Level (include specific measure):	24.35%		
Goal (what do you want to achieve?)	Increase in market share		
Goal Performance Level (include specific measure)	25%		
Goal Start Date:	1/1/2024	Goal End Date:	12/31/2024
First Check-in Date:	monthly	Performance Objective:	Equal/increase
Second Check-in Date:	monthly	Performance Objective:	Equal/increase
Third Check-in Date:	monthly	Performance Objective:	increase
Fourth Check-in Date:	monthly	Performance Objective:	Increase
How does your goal align with the dealers' vision?	Total alignment with store vision, have full support of my GM.		
What are the potential benefits of achieving your goal?	Increase sales volume, increase service clients, increase trade ins, increase finance profit, increase in bottom line		
What are the potential consequences if you don't achieve your goal?	Our local competition grows their business while we are left behind		
Why is the goal	Increase in our client base, makes future potential sales "cheaper"		

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important to you?	
Potential Obstacles	It's a fine balance between market share and PVR, gaining market share is typically an expensive endeavor
Potential Solutions	Have the entire team know what the plan is and have whole crew on board, need to sell customers on the experience and differentiate ourselves from our competitors to make it not only about the price.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	this is tough to calculate, how much will it cost us to increase market share? Will our PVR go down? Will finance gross decrease? Maybe I need to monitor and do some hard calculations of pvr now vs when it increases to calculate the delta and watch the change in these gross's

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
Service not sold customer	Mastermind/ appointments	Sales management/sales persons	Service lane sales	Daily awareness/monthly result check in
Lead opportunities	Marketing resources	Sales management/sales	Conversion of leads	monthly
Explore incentivizing local large corporations for specials	A marketing strategy to advertise to specific potential clients	GM/Sales management	New clients	Monthly with lead tracking
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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.

Monthly KPI's, share the results with everyone, share the strategy and celebrate the victories!

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

My GM and I review the market share report to see where we fall, we obviously cant see the pvr for non Penske stores but this will generally give us an idea for where we stand. We talk often about new promotions with local business's but havent successfully executed one. This will be a "must do" and see through in the future as I think it is imperative and great exposure for our store.

Sponsor Signature: _____