



HOMEWORK ACTION PLAN

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

Name <u>Jasmeet Singh</u>	Class # <u>441</u>
Dealership <u>Richmond Ford Lincoln</u>	Date <u>10/1/2024</u>

Current Situation or Challenge to be Addressed:	Used Car Volume		
Current Performance Level (include specific measure):	70 Units a month is our average.		
Goal (what do you want to achieve?)	100 Used Vehicles		
Goal Performance Level (include specific measure)	Need a 15% growth a month.		
Goal Start Date:	10/1/2024	Goal End Date:	1/1/2025
First Check-in Date:	10/15/2024	Performance Objective:	15% growth. Aiming to hit 80 Units.
Second Check-in Date:	11/11/2024	Performance Objective:	15% growth aiming to hit 90 vehicles.
Third Check-in Date:	12/1/2024	Performance Objective:	Checking inventory status. Making to keep around 100-115 used in stock.
Fourth Check-in Date:	12/31/2024	Performance Objective:	100 Used Car sold. 15% growth. Having a low aging inventory
How does your goal align with the dealers' vision?	It aligns well. By getting to our 100 used cars it would help our overall growth number and gross.		
What are the potential benefits of achieving your goal?	Turning more. Making more money for the dealership/owners/Salespeople/ Managers.Helping Part and Service with there Gross.		
What are the potential consequences if you	Overaged vehicles. Losing business to our competitions. Less Gross. Techs and service not getting paid.		

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don't achieve your goal?	
Why is the goal important to you?	Always been a goal of mine to make a record for the store I work at. It would also help generate more customers.
Potential Obstacles	Inventory. Making sure we have enough to sell from. People. Keeping our Used car motivated and sales peple hungry. Pricing and closing our leads.
Potential Solutions	Making a competition to keep everyone motivated. Having my buying team focus on what we sell the most of. Going through the leads daily and doing save a deals.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$154,687 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
Inventory	Buying team	Used Car Manager	To fill in the holes of what we sell. Keeping us around 100 used in stock	10/31/2024
Pricing Matrix	Figuring out Market day supply pricing. VAUTO.	Used Car Manager GSM	12+ Turn. Moving inventory quicker	10/31/2024
Training on Objectives and Benefits of Used and Certified Pre-owned	Morning trainings. CPO Benefits Training Money spent on used Vehicles-	Used Car Manager	Better closing Ratio per salesperson	11/31/2024

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
	RO's			
15% Growth from 70 to 80 vehicles	Training. Proper TO's Using all resources	Used Car Manager GSM	To hit 80 used cars	10/31/2024
15% Growth from 80 to 90 vehicles	Training. Proper TO's Using all resources	Used Car Manager GSM	To hit 90 used cars	11/31/2024
15% Growth from 90 to 100 vehicles	Training. Proper TO's Using all resources	Used Car Manager GSM	To hit 100 Used Vehicles	12/31/2024
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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.

I believe practicing the same gameplan makes it more of a normal process than a extra thing to do. Between keeping everything going the way it is I would micro-manage it to insure its successful.

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

Getting together daily to go over problems and be as communicative as possible would help us hit our goals.

Sponsor Signature: _____