



HOMEWORK ACTION PLAN

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

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|------------|------------------|-------|------------|-----|
| Name | DENIS JOSEPH | Class | # | A07 |
| Dealership | PARK PLACE ACURA | Date | 10/14/2024 | |

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|---|---|------------------------|---|
| Current Situation or Challenge to be Addressed: | THE CURRENT CHALLENGE IS TO INCREASE PROFITS IN USED CARS AND IMPROVE GROI | | |
| Current Performance Level (include specific measure): | THE CURRENT PERFORMANACE LEVEL BASED ON THE FINANCIAL STATEMENT IS 685 USED CARS SOLD WITH A PVR OF \$915 | | |
| Goal (what do you want to achieve?) | 5-10% YEAR OVER GROWTH IN VOLUME AND INCREASE PVR TO \$1250 | | |
| Goal Performance Level (include specific measure) | To achieve an inventory turnover rate of around 16. Currently the turn rate is at 14.1 | | |
| Goal Start Date: | 10/1/2024 | Goal End Date: | 12/31/2024 |
| First Check-in Date: | 10/7/2024 | Performance Objective: | Targeted Acquisition: Service drive/lease retention/ street purchase |
| Second Check-in Date: | 10/14/2024 | Performance Objective: | Competitive Pricing: Research market values and set competitive prices to attract buyers, Targeted Campaigns ,Days to recon less than 5 |
| Third Check-in Date: | 10/21/2024 | Performance Objective: | Sales Training: Continuously train sales staff on effective sales techniques and product knowledge. Weekly meetings on process and procedures. Increasing motivation and accountability |
| Fourth Check-in Date: | 10/31/2024 | Performance Objective: | Inventory management: maintain a healthy mix of certified and non-certified |

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| | | | vehicles. Pricing: Research the fair market value of each vehicle and price competitively. |
| How does your goal align with the dealers' vision? | MY GOAL ALIGNS WITH THE DEALERSHIP'S VISION BY INCREASE CPO AND VOLUME WHICH IN TURN ARE INCREASE PROFITS, CUSTOMER RETENTION, INCREASE CUSTOMER SATISFACTION. | | |
| What are the potential benefits of achieving your goal? | it benefits from increased profitability, improved employee morale, stronger market reputation, better customer loyalty, access to manufacturer incentives, and the ability to reinvest in the business to further drive growth and expansion | | |
| What are the potential consequences if you don't achieve your goal? | having to downsize operations, potential closure, difficulty acquiring new inventory, financial strain, inability to pay staff, loss of market share to competitors, legal issues from disgruntled customers, and a damaged reputation due to inability to provide quality service or competitive pricing, all stemming from a lack of revenue to cover expenses | | |
| Why is the goal important to you? | It's important to me because it allows more profitability which in turn increase staff and managers income. Becoming more sales effective | | |
| Potential Obstacles | Limited supply inventory, competition, customer expectations and pricing volatility | | |
| Potential Solutions | Acquiring more cars from trades, service drives and lease retention. Embrace a customer-centric approach. Offer a range of financing options to make vehicles more accessible to customers. | | |
| BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) | Increasing the turn rate by 1 will have an impact of a projected 144 more cars and \$988K per year income | | |

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 |
|----------------------|-----------------------|-----------------------|-------------------|--------------------------------|
| Increase service | Service drive with | Service Advisors | 2 trade a week in | Start date 10/01 |

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| trades by spiffing service advisors \$200 per trade. | 85 RO's a day | and Service manager | the beginning | and check point is every 2 weeks, The end date would be 12/31 |
| Lease Retention | Working the lease retention list in Acura's I.N. report | Sales staff and Sales manager | Getting the new car leasing percentage to 50% and above | Start date 10/01 and check point is 11/1. The end date would be 12/31 |
| Train and motivate sales staff so that they understand the benefits of more products sold. Increase the payout per product sold in F&I, from \$100 to \$200 | Weekly sales trainings on product knowledge to increase the PPR | Sales Managers | Increase the PVR to \$1250 | Start date 10/01 and check point is every 2 weeks, The end date would be 12/31 |
| Reducing the recon times. Prioritize work, manage workflow | Speed repair approvals, Set spend preapprovals, Structure phase times | Used car director, Internal service advisor, Tecs | Recon times reduced to less than 5 days | Start date 10/01 and check point is every 2 weeks, The end date would be 12/31 |
| Offer competitive pricing and incentives. More online videos improves clicks by 96%. Emails with videos are 52% more effective. | Like mine day supply, pay attention to our Look to Book, | Used Car Director, Sales managers, GM | Faster turn on the vehicles to less than 30 days | Start date 10/01 and check point is 11/1. The end date would be 12/31 |
| Conduct a daily trade walk with the sales team to | Parking all trade in cars and work in progress cars | Used Car Director, Sales managers, GM, | Helps to reduce the recon process and increase | Start date 10/01 and check point is every 2 weeks, |

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| help streamline the reconditioning process and make them aware of the vehicles for sale | on a labeled area on the parking which allows a more streamline process | Sales consultants | sales | The end date would be 12/31 |
| Advertising | Run targeted online ads, and adjust your budget based on car-buying trends. | Used Car Director, Sales managers, GM, marketing team | Increase sales, Gross margin return on inventory (GMROI) | Start date 10/01 and check point is 11/1. The end date would be 12/31 |

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.

Focus on effective inventory management by acquiring the right vehicles for your market, i.e. working the service drive and increase in lease retention. Competitively pricing them based on market research, and regularly reviewing pricing strategies; prioritize a strong online presence with an updated website and active social media marketing; cultivate customer relationships through excellent service and build trust by providing detailed vehicle inspection reports; continuously train sales staff to stay knowledgeable about market trends and vehicle features; Hold the team accountable to the processes and procedures put in place.

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

Setting Clear Goals for the Meeting: The goals should be specific, measurable, and aligned with the broader sales strategy. The meetings will be twice a week covering, days to recon, issues with parts and service, maintaining the lot with 3 specific stations in the order the car takes to be front line ready i.e 1) Trade line 2) work in progress and 3) Finish line or picture ready.

Sponsor Signature: _____

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