



HOMEWORK ACTION PLAN

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

Name <u>Randy Tyerman</u>	Class # <u>ATD051</u>
Dealership <u>TransWestern Truck Centres</u>	Date <u>10/13/2024</u>

Current Situation or Challenge to be Addressed:	We have been out the used truck market for quite some time. We have not been capturing any of the used market and the people in the market for a used truck are forced to go somewhere else.		
Current Performance Level (include specific measure):	We have currently sold zero used trucks YTD.		
Goal (what do you want to achieve?)	Sell at least 30 used trucks by the end of Q4 next year.		
Goal Performance Level (include specific measure)	Increase the used truck inventory at the dealership to attract more customers and increase sales.		
Goal Start Date:	10/1/2024	Goal End Date:	12/31/2025
First Check-in Date:	1/1/2025	Performance Objective:	Sell at least 7 units
Second Check-in Date:	4/30/2025	Performance Objective:	Sell at least 15 units
Third Check-in Date:	8/1/2025	Performance Objective:	Sell at least 21 units
Fourth Check-in Date:	12/31/2025	Performance Objective:	Sell at least 30 units
How does your goal align with the dealers' vision?	By allowing us to have a more diversified offering of products it would help us focus on our customer satisfaction and be a comprehensive solution for all customer needs.		
What are the potential benefits of achieving your goal?	It aligns with the dealerships overall goal of increasing market share and overall revenue.		
What are the potential consequences if you don't achieve your goal?	I believe we are leaving something on the table, our customers might seek out a used truck from another dealership, used lot, etc. Potentially losing out on not only this sale, but future sales and lost parts and service revenue.		

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Why is the goal important to you?	I would like to see parts and service revenue
Potential Obstacles	Lack of good used units to sell, lack of trade ins.
Potential Solutions	Partner with a wholesaler, look at local auctions for some possible good used trucks.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we sold 30 trucks per year with an average of \$80,000 per unit the would genrate \$2.4M in revenue This should equal 10% gross profit or \$240,000

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
Study market to find market needs for used trucks in the area	Rig Dig, Polk Data, Auction results	Sales Manager	Determine the types and models of trucks that are in demand based on market research.	10/1/2024, 10/15/2024, 10/15/2024
Souce Quality used trucks	Sales people, outside parts sales people	Sales Manager	Source used units from possilbe trade ins on new, buy used trucks direct from out customer. Purchase repo units	10/15/2024, 12/31/2025. Check in every 3 months
Recon process to retail ready	Use and adapt our current process.	Sales Maanger/ Service Manager	Completed within 10 days of unit arrival	10/01/2024 12/31/2025 Check in every 3 months
Hire a Used Truck Sales manager	Advertise in our own dealership, online and with	General Manager, HR	Manage Inventory that turns with a	11/01/2024 11/30/2024

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	various online platorms		healthy gross	Check in weekly till hired
Market Used Trucks	Post on Facebook, truck trader, social media and our own website.	Sales Cooridinator	Bring in traffic for potential sales of used units. Possibility of some new truck sales	11/01/2024 12/31/2025 Check in monthly
Set a Target for Inventory and Sales	Tools from Jd Power, study trends, watch auction prices.	Used Truck Sales Manager	Hold monthly meetings to assess inventory levels, sales performance, healthy inventory.	12 /01/2024 12/31/2025 Check in monthly
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.

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.

The Key is stay on top of things, if you don't then they are forgotten. Base peoples pay plans based on proformance.

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

We have agreed that we are missing out, we are actively planing our growth in the used department into next year. We have sold 4 used truck this month so far and we have a few in inventory.

Sponsor Signature: _____