



## HOMEWORK ACTION PLAN

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

Potential Solutions	Weekly, if not daily reminders, of the importance of responding quickly or they will loose the right to earn internet leads.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	I believe that if we can obtain a consistent 20% or better closing ratio that we could potentially increase sales by a minimum of \$15000.

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
Check internet leads	CRM	Richard Rittmann	No unanswered leads	Daily. 9am, 12pn, 4pm.
Cross reference lead sources	Autotrader login, website portal.	Richard Rittmann	All leads are coming across to the CRM	Beginning of each month.
Check response for individual sales people	CRM	Richard Rittmann, Matt Simpson	Check for consistency	Weekly
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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 reviews will incorporate internet reviews.

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

Manager meetings will be held to ensure expectations are being upheld.

Sponsor Signature: 