



HOMEWORK ACTION PLAN

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

Name <u>Martin Saliba</u>	Class # <u>N-445</u>
Dealership <u>North Bay Chrysler</u>	Date <u>11/28/2024</u>

Current Situation or Challenge to be Addressed:	Low volume of used vehicle sales		
Current Performance Level (include specific measure):	Currently operating at .58 Used Vehicles to 1 New Vehicle sold.		
Goal (what do you want to achieve?):	Increase Used vehicle sales by 42%		
Goal Performance Level (include specific measure)	We want a 1:1 ratio of Used vehicle sales to New vehicle sales.		
Goal Start Date:	12/1/2024	Goal End Date:	3/31/2024
First Check-in Date:	12/19/2024	Performance Objective:	.6:1 Used to New
Second Check-in Date:	1/29/2024	Performance Objective:	.75:1 Used to New
Third Check-in Date:	2/10/2024	Performance Objective:	.85:1 Used to New
Fourth Check-in Date:	2/24/2024	Performance Objective:	.95:1 Used to New
How does your goal align with the dealers' vision?	Our dealer's vision is to offer both New and Used vehicles to our market area at Market Value Pricing		
What are the potential benefits of achieving your goal?	Increasing our Used Vehicle sales will also increase our Parts and Service Profitability and potentially increase our Business Office income and average gross per TO		
What are the potential consequences if you don't achieve your goal?	With volatile New vehicle sales rates, we cannot count on the OEM to provide incentives to ensure we sell enough so expenses are paid and our dealership realizes a Net Profit		
Why is the goal	By increasing our Used vehicle sales we will have a larger market share		

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important to you?	of the North Bay Market, with limited competition
Potential Obstacles	Sourcing enough Vehicles will be the most difficult obstacle.
Potential Solutions	In the short term we will start with Auctions and Trade ins, then begin sourcing from customers wanting to sell us their vehicle without purchasing a replacement vehicle.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	On average, a 1:1 Used to new ratio would increase our Used vehicle sales by 17 units per month. We average \$6300 per used vehicle, sales would increase \$107,000 per month. Our Parts and Service would also increase approximately \$12,000 per month for a grand total of \$119,000 per month by achieving our goal.

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
Source inventory	Auctions, Database, TradeRev, EBlock	Nick Krupa	Nick must buy an additional 18 units	Start, Today Measure daily.
Sign up Auto Trader	Trader Rep	Martin Saliba	List all vehicles online with prices by Sept 30	Start Today Measure Daily
LOTWALK	Trader Rep	Martin Saliba	Adjust market prices based on MDS	Start Today Measure Weekly
Create Merchandising process/DIP, Decrease TIME TO LINE	Vehicle lands, detail, pictures, 1 source, website, trader market place	Nick Krupa	Check daily to ensure all landed vehicles are priced and pictured online within 24 hrs	Start once Trader is live (sept 30) Measure Daily
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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.

Our long term plan is to have a member of our executive team responsible for our USED RETAIL division, to consistently train our teams and ensure all performance measures are being met, proper supply of vehicles, proper pricing etc.

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

We will need to implement meetings with both Trader, vAuto and our website provider to ensure our offerings are featured the way we want to present to the market.

Sponsor Signature: _____