



HOMEWORK ACTION PLAN

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

Name ROBBY BRASWELL Class # 446

Dealership DEACON JONES FORD Date 12/10/2024

Current Situation or Challenge to be Addressed:	INCREASE USED CAR GROSS OVER PACK		
Current Performance Level (include specific measure):	WE ARE CURRENTLY AT \$2200 ABOVE PACK (\$1400)		
Goal (what do you want to achieve?)	INCREASE TO \$2700 FROM \$2200		
Goal Performance Level (include specific measure)	APPRAISAL AND RECON PROCESS		
Goal Start Date:	1/1/2025	Goal End Date:	1/17/2025
First Check-in Date:	2/1/2025	Performance Objective:	\$2300 PER USED
Second Check-in Date:	2/14/2025	Performance Objective:	\$2400 PER USED
Third Check-in Date:	3/3/2025	Performance Objective:	\$2550 PER USED
Fourth Check-in Date:	3/31/2025	Performance Objective:	\$2700 PER USED
How does your goal align with the dealers' vision?	THE DEALER IS RESULTS AND PROFIT DRIVEN, IT ALIGNS!		
What are the potential benefits of achieving your goal?	\$270K + ON USED CAR GROSS ANNUALLY WHICH RESULTS IN HAPPIER SALES TEAM AND MORE CAR DEALS		
What are the potential consequences if you don't achieve your goal?	TURNOVER, LOWER COMMISION PAY, LOWER MORAL		
Why is the goal important to you?	TO INCREASE COMMISSION FOR SALES STAFF AND INCREASE MORAL AND POSITIVE ENERGY TO GROW AND PAY CLOSER ATTENTION TO APPRAISAL PROCESS WHICH WILL HELP WITH THIS INCREASE		
Potential Obstacles	SHORTCUTTING PROCESS WITH APPRAISALS BY SALES STAFF, MISSING RECON PROCESS AND ESTIMATIONSON RECON		



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Potential Solutions	MONTHLY TRAINING, INCREASE PROFIT
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	270K +.....

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
TRAINING ON APPRAISAL PROCESS	V AUTO/ SERVICE, PARTS DEPT	ALL SALES AND F&I MANAGERS	\$2700 PER USED ABOVE PACK	SEE FRONT PAGE FOR DATES
Click or tap here to enter text.				
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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.

Once goal has been reached, training and necessary increases in goal amount will take place and become a permanent daily process for continued growth.



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

Managers meeting daily and current numbers evaluation and averages on used cars were tracked in deal/sales process

Sponsor Signature: 