



HOMEWORK ACTION PLAN

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

Name David Carranza Class # 448

Dealership Subaru of Wichita Date 12/26/2024

Current Situation or Challenge to be Addressed:	Finance performance is low in CSI AND PVR (I believe issues are related)		
Current Performance Level (include specific measure):	3 month PVR: 1410 3 month CSI: 83.7		
Goal (what do you want to achieve?)	Happy customers and more profitable department		
Goal Performance Level (include specific measure)	3 month PVR: 1600 3 month CSI: 92		
Goal Start Date:	1/1/2025	Goal End Date:	5/1/2025
First Check-in Date:	1/15/2025	Performance Objective:	CSI 85+ PVR 1450+
Second Check-in Date:	2/1/2025	Performance Objective:	CSI 90+ PVR 1500+
Third Check-in Date:	3/1/2025	Performance Objective:	CSI 92+ PVR 1600+
Fourth Check-in Date:	4/1/2025	Performance Objective:	CSI 92 + PVR 1600+
How does your goal align with the dealers' vision?	Our vision is to be a fun profitable dealership that improves the lives of its coworkers customers and community. Achieving these goals would mean we are taking better care of our customers and coworkers and will have the ability to make a bigger impact in our community.		
What are the potential benefits of achieving your goal?	<ul style="list-style-type: none"> -customers happier -coworkers paid better -better incentives from manufacturer as it relates to CSI -can be more aggressive taking deals knowing we have a reliable way to earn on the backend. -better repeat and referral business as customer experience goes up 		

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What are the potential consequences if you don't achieve your goal?	<ul style="list-style-type: none"> -customers remain frustrated with finance process and future business is hurt -lower pvr means less pay for team and moral goes down -less incentives from manufacturer -less buy in on the "next plan". If this doesn't work why would the next idea work?? -team gets tight trying to increase gross....we miss deals.
Why is the goal important to you?	Delivering "extraordinary" customer service makes everything better. If we are not hitting these goals it means (to me) that we are not giving the customer a top level of service. Take care of the customer = these things take care of themselves.
Potential Obstacles	<ul style="list-style-type: none"> -lack of buy in -lack of training
Potential Solutions	<ul style="list-style-type: none"> -incentivise goals -penalize poor performance as it relates to customer care -constant follow up and follow through -weekly/daily checkins with team members to train on challenges
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Over a 12 month period, the gain in PVR would generate approximately \$433,200 in additional gross for the dealership.

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
Leadership buyin	Current data (DMS and Subarunet)	GM (myself)	Have clarity amongst leadership as to the expected behaviors and results going into next year	Dec 30th 2024
Roll out plan to Finance team	Presentation with data, new pay plan with appropriate incentives and penalties	Finance Director, GSM	Finance team has a clear understanding of how they can succeed going into next year	Dec 31st 2024

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1st check in	Current data	Fin Dir and GSM	GSM will focus on CSI and Fin Dir on PVR. We are going to celebrate wins, coach losses and adjust plan accordingly to hit goals.	Jan 15th 2025
1st month check in	Month results	Fin Dir and GSM	This will determine if we are getting better and on pace to hit numbers. The plan is designed to have January be a runway to get team up to goals for the next 3 months	Feb 1st 2025
2nd month check in	Month Results	Fin Dir GSM	We should be up to standards now, some adjusting may be required, the key now is consistency	March 1st 2025
3rd month check in	Month Results	Fin Dir GSM	This will be to insure we are staying on course, making minor adjustments where necessary. Also setting trend that month will begin with a hard look into results.	April 1st 2025
4th month	Month results and last 3 months results	Fin Dir GSM	Did we hit goal? Celebrate and adjust for changes going forward	May 1st 2025

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.

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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.

Weekly meeting with the finance department to hold team accountable to objectives will help insure our results remain positive. Also continuing to challenge ourselves with new and higher goals help prevent a backwards slide. We are either getting better or getting worse. There is no staying the same.

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

Our meetings will center 1st around the GSM and Finance director and will then be rolled out to the finance team. I will hold the GSM and finance director accountable for CSI and PVR and they will coach and train daily with the finance team.

Sponsor Signature:

