



HOMEWORK ACTION PLAN

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

Name <u>Henry Escamilla</u>	Class # <u>N451</u>
Dealership <u>Toyota of Cedar Park</u>	Date <u>12/28/2024</u>

Current Situation or Challenge to be Addressed:	xNeed more Used Car Inventory		
Current Performance Level (include specific measure):	Current day's supply is 30		
Goal (what do you want to achieve?)	40 Day's supply		
Goal Performance Level (include specific measure)	Add 150 more units		
Goal Start Date:	1/1/2025	Goal End Date:	4/1/2025
First Check-in Date:	2/1/2025	Performance Objective:	Gain 50 units
Second Check-in Date:	3/1/2025	Performance Objective:	Gain 100units
Third Check-in Date:	4/1/2025	Performance Objective:	Gain 150 Units
Fourth Check-in Date:	5/1/2025	Performance Objective:	40-Day supply
How does your goal align with the dealers' vision?	Dealer's goal is to have 550 to 650 used Cars		
What are the potential benefits of achieving your goal?	Sell 600 used Cars a month		
What are the potential consequences if you don't achieve your goal?	Not being Profitable in Used Cars		
Why is the goal important to you?	Leading the Used Car Market in our area, plus adding to the bottom line net.		

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Potential Obstacles	Maintaining the correct type of Inventory
Potential Solutions	Working our Service drive for potential vehicals and aggressive purchasing.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$7,000,000 in additional gross annually

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
Add additional buyers	GM approval	Russell Crow UCD Rigo Guevara GM	50-150 more units	1/1/2025 Checking monthly
Train and Coach	Follow -up Process in BDC	Russell Crow UCD	Maintain a 45% trade rate	2/1/2025 Check point 6/1/2025
Add New Acquisitions Manager	Additional personnel	Rigo Guevara GM Gary Clifton	Purchases more units from Service drive	1/1/2025 Checkpoint 3/15/2025
Monitor Lease return Customers	Vauto report	Russell Crow UCD	Click or tap here to enter text.	2/1/2025 checkpoints Monthly
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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.

Coach and Train aggressively. Monitor and track daily

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

Meeting with Marketing Director, GM , UCD, Parts & Service Director to insure buy in from all departments

Sponsor Signature: _____