



HOMEWORK ACTION PLAN

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

Name Kris Musgrave Class # A - 051

Dealership Peterbilt of Garden City Date 12/1/2020

Current Situation or Challenge to be Addressed:	Adding a sales department to our north location in Goodland.		
Current Performance Level (include specific measure):	The current level is unmeasurable as the store does not currently have a sales department.		
Goal (what do you want to achieve?)	Our goal is to add a sales department, hire 1 sales person and have it functional by March 2025. By the end of 2025, establish a customer base that will allow for an average of 3 new units and 5 used units per month. Average gross on new should be comperable with the GC store at \$10,000/PNU and used gross at \$15,000/PUU. Thus, by 2026 adding an additional gross of \$105,000 per month or \$1.26 million/year to that store.		
Goal Performance Level (include specific measure)	The initail goal is to set proper policies and procedures, a job description and allocation allotment for the location. The goals below will be the short term to get the department up and running. Once the department is structured, we will be able to extend the goals to performance and what to expect from that area of responsibility.		
Goal Start Date:	2/3/2025	Goal End Date:	12/31/2025
First Check-in Date:	1/1/2025	Performance Objective:	Establish processes for the new department and job description for the department employee
Second Check-in Date:	1/31/2025	Performance Objective:	Very Processes for the new department and job description. Approve and begin the application process.
Third Check-in Date:	2/10/2025	Performance Objective:	Confirm with PACCAR that we will be needing allocation for the store and confirm policy and procedures. Follow up on application process and see if we have any possible candidates.
Fourth Check-in Date:	3/3/2025	Performance Objective:	Have all policies in place, select inventory on the lot or in transit. Have candidate hired and begin training. Formulate an outside

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			<p>sales route for the new employee to make connections. Have the Garden City sales force available for any questions the new department may have.</p>
How does your goal align with the dealers' vision?	<p>This is a major goal that has been in the works for some time for the dealer. It has been placed on the back burner however, I feel like it is time to get the ball rolling and work on expanding our sales potential. This will also bring additional revenue to the service and parts departments at that store.</p>		
What are the potential benefits of achieving your goal?	<p>Additional customer base. Increase in overall gross for the store. Increased sales potential in the parts department. Increased sales within the service department. By adding a sales department, we should see huge benefits store wide.</p>		
What are the potential consequences if you don't achieve your goal?	<p>Loss of investment of a new employee. Potential loss in inventory (They could be transferred to the Garden location and sold here.) Possible loss of customer satisfaction by not having these services available.</p>		
Why is the goal important to you?	<p>As a next generation operator, it is my goal to see the business expand and succeed. All other goals I have used are the low hanging fruit that we could do with our current business model. This goal is a much bigger goal that would be necessary of cash, time and human investment. If we can achieve this goal at this store, it would make further expansion seem more feasible and less of a reach for the success of our company.</p>		
Potential Obstacles	<p>The major obstacle is hiring the right person for the position. This step is vital to the success of the department. It is something we are really going to have to look at closely prior to having these services at that store. The location is off of a major interstate that connects Kansas City and Denver. Most of the traffic is transient. We are going to have to really get into the small farm communities and businesses to gain their trust in order to sell any units at all. Working in the current AOR may not be advantageous and we will have to explore other, non conventional opportunities for this to work.</p>		
Potential Solutions	<p>Solutions would include the use of sites such as LinkedIn and the company website to promote job openings. A targeted and strategic advertising campaign would be necessary to get the word out that Goodland now offers this service. I believe with these hiring and advertising methods, it would be possible to find the right fit as well as drive traffic to the location.</p>		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	<p>Adding 3 new units and 5 used units per month. Average gross on new should be comparable with the GC store at \$10,000/PNU and used gross at \$15,000/PUU. Thus, by 2026 adding an additional gross of \$105,000 per month or \$1.26 million/year to that store.</p>		

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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
Planning & Preparation	Regional Market Study - Corporate policy and procedures - CRM - Job Description	HR - Location GM	Define Roles & Responsibilities - Set commission structure - Allocate Marketing - Determine necessary Technology	01/05/2025-01/10/2025
Recruitment Process	Online Job Posting site - Candidate Screening processes	HR - Location GM	Offer employment to the selected candidate	01/10/2025-01/31/2025
Onboarding & Training	Onboarding program with company policies and product training - In depth training from factory	HR - Location GM	Set specific goals for the department and review commission structure	02/01/2025-02/15/2025
Sales Process Implementation	Utilize marketing tools - Website leads, social media ads, dealership events	HR - Location GM	Begin sales processes - engage customers - demonstrate products and how to close sales	02/15/2025-02/28/2025
Ongoing Sales	Tracking monthly sales performance - Coaching and support - Offering incentives and bonuses for exceeding targets	Sales force - Location GM	Performance is aligning with goals	02/2025-12/2025
Review & Optimize	Performance Reviews - Measure the total gross from new and used against targets - reviewing overall performance	Sales force - Location GM	Identifying opportunities for improvement and adjust for the following year	12/01/2025
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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.

We will implement the policies that are currently in place at the corporate store. They will be defined within the job description as well as the handbook. Extensive training will be provided on the network for management as well as new employees. There will be monthly meetings at first to ensure the success of the program. Either in person or online. After the year, if everything is going well, meetings will move to quarterly from a corporate standpoint. Daily and monthly meetings will remain within the store. Accountability will ultimately be within the department and with the General Manager of the location with guidance from corporate.

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

R&D will begin at the corporate level to determine the effectiveness of adding sales to the Goodland location. AOR and current market reports will be a deciding factor of how many units to stock. Implementation and feasibility meetings with the current management will be conducted prior to the hiring campaign. This will establish policy and protocol for the department. We will also have meetings with the store to let all employees know the direction we are headed. Adding a sales department will effect the other departments, they need to know what is expected when these units hit the floor.

Sponsor Signature: _____

