



HOMEWORK – ACTION PLAN

Name Will Shelby 361-6 Date 06/29/2020

Dealership: Sparks Nissan Kia

- S** Specific
- M** Measurable
- A** Achievable
- R** Relevant
- T** Time-bound

What is your current situation and challenge you will address?

Our wholesale to retail percentage is 51%. We have a few challenges in all departments. We need to retail more trade-ins.

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

Example: *“I will decrease my 5K run time from 30 minutes to 21 minutes by June 15.”*

My goal is to decrease this to 30% or less in July.

- How does this goal align with or support your dealer’s vision?
- What are the BENEFITS of achieving your goal? What are the CONSEQUENCES if you don’t?
- Why is this goal important to you?

We need inventory; we are selling to our competitors at auctions.
 The benefits are: not having to pay sales tax, transfer, etc., more fixed gross because we are not declining the work, less expensive cars to retail.
 The consequence is less net overall to statement if we do not.
 This goal is important because inventory is the key to our success. Through inventory, we keep our technicians busy and give our sales consultants units to sell.



HOMEWORK – ACTION PLAN

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
Train sales staff	Scheduled training, walkarounds, etc.	Scott Mizell	Sales consultants to learn to sell cars that are not perfect	7-1 I make the training schedules
Streamline UCI thru Service	B Tech	Steve Lawrence	1 Tech doing work on these 30 additional units per month	7-1 Daily, what are we fixing vs. not
Train parts counter	Proactive parts counter person	Shannon Goforth	Look for parts; used, better deal (like they were repairing their own cars)	7-1 Daily, compare to what they are finding
More non-floorable inventory	Cash	Will Shelby	Hard turn at 30 days, priced correctly day 1	7-1 Weekly, make wholesale decisions and watch money



HOMEWORK – ACTION PLAN

How will you track your progress? What specific metric(s) will you track? At what intervals will you check on the progress?

Every week (Monday morning), compare retail units with wholesale

Potential Obstacles?

Sales - over promising
Parts - getting the easy part
Service - poor inspection, charging door rate and pricing out of line

Potential Solutions?

Sales - train daily
Parts - ingrain in them to find parts as if they were fixing their own vehicles
Service - walking around vehicle with technician on every unit; working with Service Manager on market rate for different jobs

BOTTOM LINE! What is the financial impact (expressed in dollars) of achieving your goal?

Parts:	40% 400 Parts	160 x 30 = 4,800
Service:	4 hours @ \$100/hr	120 hrs x 100 = 12,000
Sales:	1,800 front + 1,200 back	3,000 x 30 = 90,000
		<hr/>
		106,800 monthly
		1,218,600 annually



HOMEWORK – ACTION PLAN

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.

Constant management and training of each department; track weekly in managers' meeting. Eventually, this will be the new normal. This makes everyone more money.

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

Dealer: excited, agreed with used parts, less hourly rate

Service Manager: hired another technician and determined who will be the UCI technician

Parts Manager: liked the idea, but not confident that this will work

Sponsor Signature: 