



HOMEWORK – ACTION PLAN

Name Frank Bonfrisco Date 7/10/20

Dealership: Matt Blatt Mitsubishi

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

What is your current situation and challenge you will address?

Currently we have a BDC dept. and will continue, However we have been giving leads to salespeople as well. Since COVID, we have stepped up the number of leads we put in salespeople name. We specifically need our sales people show rate to improve. Our current sales person show rate on New leads is 30%.
 I want the salesperson to build TRUST. By having the sales person ask if they can text the customer and then following up with a text. This small promise will be fulfilled.
 2nd Challenge: Saturday Sales meeting:, Currently our Saturday sales meeting has not had focus. Sometimes its a recap, or potential business, or inventory, or all over the place...

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 for every appt. to be text prior to their appt. time by their salesperson and a picture of the vehicle in the delivery line, cleaned, gas, Ready to show. If the customer has not picked a vehicle, the text will have a picture of the saleperson ready for them.
 This will be introduced during the Saturday sales meeting starting 7/11. This meeting will focus on one topic I want to address, PROCESS. This new process of texting every appt. will be implemented Starting 7/11

- 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?

This goal is important because it will gain trust from the customer by delivering on small promises. It will increase show rates, which in turn will sell more cars. Also if the sales person see's immediate results they will "buy in"
 If we don't incorporate the new process our show rates will continue to stay at current levels or possible slide backwards as salespeople become frustrated.



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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
Text every appt.	Cell phone, log appt. in CRM	Salespeople and salesmanager	Higher show % increase from 30% to 40%	Start 7/11 check 7/18 check 7/25
Sales meeting will have focus	Plan 7/11 will have focus to implement new process	Sales manager	Increase focus at sales meetings	Start 7/11 Repeat 7/18

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

How will track salesperson show rate is through CRM, run weekly report
How we will track if having one main focus in a salesmeeting is to measure if every salesperson has text their customer

Potential Obstacles?

Sales people will short cut the process, not get vehicle ready for appt. Neglect to text customer

Potential Solutions?

Follow up each morning with appt. list and salespeople

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

The impact of more shows is more sales. Our close rate is 38% if we can get the salesperson to potentially increase their show rate from 30% to 40% a 10% increase will result in a minimum of 4 shows a week or 16 shows a month.
16 shows at 38% could be an additional 6 deals at 3000 per is 18000 per month or 216,000 annually

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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.

Once we achieve the goal of texting every sales appt. a picture of their vehicle we will check weekly on the show ratio and also track daily appts.
Having the morning sales appt. meeting and reminding salespeople to text, pictures.
Checking the delivery line daily to make sure the car is ready for appt. will also ensure we don't fall back into old habits

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

Having daily appt. meetings to discuss what sales people have coming in for the day will remind them to send text, and also ensure the vehicle is ready

Sponsor Signature: _____