

HOMWORK – ACTION PLAN

Name Rich Daniels Date 7/14/2020

Dealership: Daniels Chevrolet Buick GMC

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

What is your current situation and challenge you will address?

We are not currently taking advantage of leasing at the Dealership. Leasing information is not available in dealership or on the dealership's website. We are not taking advantage of monthly factory leasing incentive programs. When numbers are presented to a customer in the showroom, there are no leasing options. Our F&I department is not very knowledgeable when it comes to leasing. Increasing our lease penetration will be the challenge addressed.

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."

The goal is to increase our lease penetration in the dealership. The dealership has currently booked one lease in 2020. As a start, I would like to increase our lease penetration from our current level of non-existence to 10% of our new vehicle sales. With proper training and preparation, this should be attainable by the close of the month in August.

- 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 aligns directly with the dealer's vision of selling as many new units while maintaining customer satisfaction. The benefits of achieving this would be additional gross per copy along with a larger market share. We would also have the opportunity to penetrate a market that our direct competitors are not taking advantage of. A major consequence of not achieving this goal would be that we are leaving the opportunity wide open for competitors. They could gain market share and penetrate our market. This would in turn decrease the amount of new units moved and earned from the manufacturer. This goal is important because we are surrounded by other GM dealerships in much larger cities and we need any advantage possible.



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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
Meeting with dealer and management	Competent Action Plan	General Manager, Dealer, Management	Management approval for increased leasing attention.	July 15, 2020 - July 15, 2020
F&I Dept lease workshop with GM Financial	GMF leasing workshop	F&I Dept.; Sales Managers	Gained knowledge of leasing process	July 20, 2020 - July 24, 2020. Daily progress checkpoints
Sales Managers and Internet Manager Marketing Plan	Website Vendor. Marketing plan and knowledge of monthly specials	Sales Manager and Internet Manager	Marketing / Digital Marketing Leasing plan	July 27, 2020 - July 31, 2020. Checkpoints on dates in between.
Sales meeting with sales dept.	Outline of leasing goals and incentive program	General Manager and Sales Manager	Understanding of goals. First pencil to include lease options.	July 27, 2020 - July 27, 2020.
Leasing push kickoff	CRM and Management Reports	Entire Sales Department	Continued progression towards our goals.	August 1, 2020 - August 31, 2020. Weekly checkpoints
CRM Management	CRM Reports focused on leasing	Sales Manager	Leasing numbers presented to customers	August 1, 2020 - August 31, 2020. Daily Checkpoints.
Sales Meeting with progress Reports	Leasing penetration numbers	Sales Manager and F&I department	Positive results towards our goal.	August 1, 2020 - August 31, 2020. Weekly checkpoints.



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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?

Progress will be checked daily through the CRM. Desk managers will provide lease options on all worksheets given to customers.

Progress will be discussed in daily sales meetings. Numbers will also be reviewed with the team.

Sales Managers will keep track of leased units when they are reported. They will also be required to keep up with and report lease penetration percentage once a week.

Potential Obstacles?

Everyone is set in their old ways.

Customers in market are not interested in leasing.

Sales staff and F&I Department does not buy in.

Not enough lease support from manufacturer.

Potential Solutions?

Provide proper training and support for entire sales department.

CRM management to make sure numbers are being presented to customers.

Incentive program for leasing.

Dialogue with GM Rep about what is needed from manufacturer.

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

By increasing our lease penetration there will be several positive outcomes. First, we will turn more new units, which will allow us to gain more inventory. We will have the opportunity to gross more per copy. Some customers can be moved from a used unit to a new unit by leasing. As a result, we can earn more through SFE and GMF dividends. By aiming for 10% lease penetration, we would need 7 leases per month on average. Assuming we are in SFE bonus money and GMF dividends bonus, while averaging a \$800 front and \$1000 backend, we would average \$3600. Multiply that by 7 units and we have \$25,200 per month and \$302,400 annually by using a tool already available to us.

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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.

Metrics will continue to be tracked daily / weekly / monthly. CRM will be checked daily, progress will be tracked in weekly sales meetings and our internal goals will be tracked at the end of the month.

Incentive programs will be continued to make sure sales staff stays engaged.

We will constantly provide training and support to stay up to date with leasing market.

Actively market leasing in dealership and digitally on our website.

Push monthly leasing specials.

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

An initial planning and implementation meeting will need to be conducted with the dealer and management to discuss the plan.

We will also need to meet with GM Financial in order to receive necessary training and support.

Meeting with sales staff to discuss plan, goals and expectations.

Weekly progress meeting will occur to track progress and results.

Sponsor Signature: _____

