



HOMWORK – ACTION PLAN

Name WILL COLBERT Date JUL 22/20

Dealership: STANLEY HUNTER

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

What is your current situation and challenge you will address?

RECON TIME - SPECIFYING SAFETIES - TAKING TOO LONG TO BE COMPLETED

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."

AVERAGE RECON TIME HAS SLIPPED TO ABOUT 1 week.
GOAL - 4 DAYS. BY SEP 30/2020

- 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?

- 1.25 TO 1 USED - NEW CAR DEALER
- IF SAFETY IS DONE, FEWER OBJECTIONS
- CAN DELIVER QUICKER.

- HOLD MORE GROSS
- BETTER CHANCE FOR CSI STAYING HIGH -



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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
FILL OPEN BAY	RECRUIT	SERVICE MANAGER	HIRE	AUG 15/20
CLASS A TECH AVAILABLE FOR	↑ HIRE NEW TECH	SERVICE MANAGER	HIRE	AUG 15/20
INTERVAL IMPLEMENT INTO PAYROLL	NOTHING	GM	QUICKER REVEN	AUG 15/20
HIRE 3rd DETAILER	-	GM & SALES MANAGER	PHOTOS ONLINE QUICKER	AUG 15/20

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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.

CONTINUE TO MONITOR

- BONUS FOR SERVICE MANAGER
- SPONSORSHIP FOR USED CAR MANAGER

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

- INITIAL MEETINGS TO IMPLEMENT PLAN.
- WITH USED CAR MANAGER, GM, DENTISTS.

Sponsor Signature: 

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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?

- WHEN CARS ARE SCHEDULED & CLEANED AFTER ARRIVING TO LOT. BY SPREADSHEET.
- DAY IT IS SCHEDULED (WITHIN 4 DAYS)
- DAY IT IS DETAILED (WITHIN 4 DAYS)
- DAILY PROGRESS CHECKS.

Potential Obstacles?

- BUSY SERVICE DEPARTMENT
- 'SICK' DETAILERS.
- EARLY DIRTY CARS

Potential Solutions?

- HIRE TECH FOR EMPTY BAY & FLOATER FOR THREE SEASONS
- 3rd detailer.

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

- BETTER ONLINE EXPOSURE
- BETTER TEST DRIVES.
- 3 MORE USED CAR DEALS/MONTH @ 3500/COPY = 10500 GROSS
x12 = 126000/Yr.