



HOMEWORK ACTION PLAN

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

Name <u>Stacy Hoke</u>	Class #	Click or tap here to enter text.
Dealership <u>Apple Chevrolet of York</u>	Date	<u>9/26/2020</u>

Current Situation or Challenge to be Addressed:	Poor lease penetration		
Current Performance Level (include specific measure):	August 2020 we were 1 for 41 or 2.44%		
Goal (what do you want to achieve?)	10-15% lease penetration monthly		
Goal Performance Level (include specific measure)	15% increase on 50 units would be 7.5 units monthly		
Goal Start Date:	10/1/2020	Goal End Date:	12/31/2020
First Check-in Date:	10/31/2020	Performance Objective:	5%
Second Check-in Date:	11/30/2020	Performance Objective:	10%
Third Check-in Date:	12/31/2020	Performance Objective:	15%
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	This alligns well with our retention goals and our desire to gain back market share.		
What are the potential benefits of achieving your goal?	The benefits are a protected customer for the entire term of ownership. Better CSI in service and sales. More oppurtunity to sell more vehicles over customers life span. Better relationship with captive lender and manufacturer.		
What are the potential consequences if you don't achieve your goal?	Continued loss of market share and loss of customer to competing dealerships or brands. Potential loss of gross profits in all departments.		

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Why is the goal important to you?	The goal is extremely important for sales effectiveness with the Manufacturer. It is also important for us to increase our turn which will help us gain inventory.
Potential Obstacles	Lack of buy in and accountability from the staff.
Potential Solutions	Show the benefits that the plan could yeild for the dealership and also for everyones income.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The increase to 15% could yeild us at a very achevable sales rate of 50 new monthly an extra 84 car deals annually. With an average of \$3000 per new car transaction about \$252,000 gross profit increase for the year.

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
Lease Training	GM financial lease trainer	Sales Manager and Finance Manager	10-15% increase on lease penetration and 100% presentation of leases with new car customers	ASAP and drop dead date for training of 10/31/20
100% lease presentation new car customers	Vinsolutions desking tool	Desking Managers	10-15% lease penetration or 7.5 extra units monthly	10/1/2020 start date and weekly checkin starting Monday 10/5/2020
Weekly Check in compliance meeting with GM	Reynolds reports or Vinsolutions reports	Sales Manager and Finance Managers	100% lease presentation on worksheets	10/5 start date and Monday manager meeting check ins
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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 have a follow up meeting with everyone involved to celebrate the accomplishment. At this time we will roll out our new anniversary to get to 25% lease penetration in the following 6 months with an action plan attached.

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

I had a meeting with my variable managers to discuss my plan and the long term affects of accomplishing the plan to get full buy in by everyone. I also had a impromptu meeting with my top 3 salesman to discuss why we were under performing in lease penetration.

Sponsor Signature: _____