



# HOMWORK – ACTION PLAN

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 Dealership Sansone Hyundai Date 9/30/2020

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

Current Situation or Challenge to be Addressed:	For the past few months, we have been losing market share by .5 - 1.5 points every month. Decrease in units year over year
Current Performance Level (include specific measure):	we currently average 95-125 new units per month. However, we are down 19% from last year when local competitors are drastically up.
Goal (what do you want to achieve?)	I would like to increase market share in Hyundai to be at <u>least</u> where we were last year. <del>an</del> Increase 20% units by year end (Dec 31)
Goal Performance Level (include specific measure)	20% increase in units by year end. G-G-7. increase per month September - 108 (Actual) October - 115 (Projections) November - 122 December - 129
Goal Start Date:	October 1
Goal End Date:	Dec 31
First Check-in Date:	October 31
Performance Objective:	115 units
Second Check-in Date:	November 30
Performance Objective:	122 units
Third Check-in Date:	Dec 31
Performance Objective:	129 units
Fourth Check-in Date:	—
Performance Objective:	—

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<p>How does your goal align with the dealers' vision?</p>	<p>This aligns with dominating our PMA. Dealers have been punching into our PMA and we are <del>at a</del> <sup>at a</sup> <del>loss</del> 7-15 deficit compared to our sales in other dealer's PMAs</p>
<p>What are the potential benefits of achieving your goal?</p>	<p>More customers = more retention = more <del>GR</del> <del>\$\$\$</del></p>
<p>What are the potential consequences if you don't achieve your goal?</p>	<p>Spending more in advertising / Digital (~10k-12k) and the profits on the new cars sales will be less than additional spend.</p>
<p>Why is the goal important to you?</p>	<p>This goal is important to me to ensure our dealership is reaching all the right people in our backyard.</p>
<p>Potential Obstacles</p>	<p>Advertising exceeding amount of profit on new customers. Diminishing returns</p>
<p>Potential Solutions</p>	<p>Doing advertising slowly and building incrementally <del>to</del> to see effectiveness</p>
<p><b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)</p>	<p>             +7 units = 17500      • multiplying              +14 units = 35000      by 2500 because              +21 units = 52500      that is front +                                                   back combined (on average)         </p>



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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
Increase Ad/Digital Spending in Q4	- Sales Management - CLM - AD/Digital Company	- Head of Sales/ Marketing	Incremental Increase to achieve +21 Hyundai units by End of Q4	Start - Oct 1 Check in - Nov 1 Check in - Dec 1 End - Dec 31

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.

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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.

Sustain spend in PMA. Check with Showroom to ensure CRM is managing all customer data and that they can be reached for first service appointment in order to build customer relationship.

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

- Initial meeting with sales staff to relay PMA advertising
- Checking with GSM that employees are tracking local customers when they come in and to make sure they are using mining tool for more business
- Check at checkpoints (beginning of the month and at Dec. 31) to see predicted customers that are coming in.

Sponsor Signature: \_\_\_\_\_