

## HOMEWORK – ACTION PLAN

Name Dan Clowes Class # 364  
 Dealership Taylor's Auto max Date 10/05/2020

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

Current Situation or Challenge to be Addressed:	current sales meetings from presenting managers are unorganized, wander in their objective, do not engage the group and take too long.		
Current Performance Level (include specific measure):	current performance is amateur and inconsistent. Current measurement would be # of organized, relevant, engaging, 15 minute sales trainings a week. currently we maybe deliver one a week, and that is from me...		
Goal (what do you want to achieve?)	Organized, rotating amongst the management staff, short daily sales meetings with agendas approved by me prior to delivery to sales staff		
Goal Performance Level (include specific measure)	5 quality presentations weekly. 1 from me on vision/store strategy and psychology of the sale, one from Finance, two from Sales Managers, and one from internet manager.		
Goal Start Date:	10/15/20	Goal End Date:	NEVER
First Check-in Date:	10/15/20	Performance Objective:	written training schedule established and 2 week agendas
Second Check-in Date:	11/1/20	Performance Objective:	verify adherence to schedule and assign next two weeks
Third Check-in Date:	11/15/20	Performance Objective:	verify adherence to schedule and assign next two weeks
Fourth Check-in Date:	12/1/20	Performance Objective:	verify adherence to schedule and assign next two weeks

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<p>How does your goal align with the dealers' vision?</p>	<p>The dealer is always looking to increase our professionalism, communication, and growth of his employees. Organized trainings on pre thought topics will do just that.</p>
<p>What are the potential benefits of achieving your goal?</p>	<p>Increased CSI, closing ratios, product knowledge, profits, and overall professionalism of th estaff</p>
<p>What are the potential consequences if you don't achieve your goal?</p>	<p>remaining the status quo</p>
<p>Why is the goal important to you?</p>	<p>I hate half assed work. Our staff deserves and will appreciate a concerted effort to provide quality training</p>
<p>Potential Obstacles</p>	<p>Sales manager push back, inability to deliver quality presentation</p>
<p>Potential Solutions</p>	<p>hire new managers if so, train the trainers (ME)</p>
<p><b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)</p>	<p>This is a hard one to tie to dollars. Improved training will land us atleastt 10 more car deals a month. @ 3500-3700 PVR this would amount to \$35-\$37,000 additional gross monthly</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
design weekly training schedule and assign managers	time and manager work schedul	me and the managers	adopt a training schedule	10/15/20.
develop curriculum for the managers to train from/ hot topics	time and discussion w owners and managers to drive the agenda	dl, me, managers	prioritized agenda of training for the staff	10/15/20, 11/15/20 12/15/0/20 ongoing every mo
train the trainers	nada, zurich training guides	i will take this one on personally and offer best practices for	thought out, concise, engaging meetings on point for each	10/15/20 11/15/20 12/15/20
observe their meetings	join the meetings unannounced and as an observer	me and dlr	accountability to the sched, training, and process from managers	bi weekly
request feedback from the staff	time and open minded attitudde	sales managers	better communication, staff engagement, and knowledge	monthly

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.

This will be an ongoing, long journey with no end. Monthly training visits with managers, observing, maintaining a schedule, and engaging with the staff will ensure that this becomes a new habit and part of the culture

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

This is where the heavy work will lie. I will leave it to the managers to develop the schedule and how they want to break it up and I will give them specific topics as needed. Training them to deliver quality meetings, per NADA suggestions. Organized agenda, engaging, high energy, short and professional meetings.

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