



HOMWORK ACTION PLAN

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

Name Jamie Steinseifer Class # N363

Dealership Right Toyota Date 10/1/2020

Current Situation or Challenge to be Addressed:	Not enough shows when scheduling appointments		
Current Performance Level (include specific measure):	Currently we have on average each person making 30 calls per day. We average 4 appointments per person but only 1 will show out of the 4. (25%)		
Goal (what do you want to achieve?)	Our goal is to have the same amount of calls with at least a 75% show rate as we have good closers once the customer is in the store		
Goal Performance Level (include specific measure)	We believe if we have a 75% show rate we can meet or exceed a 60% sell rate on those shown.		
Goal Start Date:	10/1/2020	Goal End Date:	10/31/2021
First Check-in Date:	10/9/2020	Performance Objective:	Check the call to show ratio (including sold online) 40%
Second Check-in Date:	10/16/2020	Performance Objective:	Measure same ratio with closing average 50% show with 50% close
Third Check-in Date:	10/23/2020	Performance Objective:	Measure sold rate to average number of calls and shown 60% show with 50% close
Fourth Check-in Date:	11/1/2020	Performance Objective:	By this time we should have a 75% show to 60% sold
How does your goal align with the dealers' vision?	My goal aligns with the dealer vision as we average \$2600.00 per copy on sold vehicles by increasing our volume by 50% we could add 200 more cars which will add \$520k to our sales.		
What are the potential benefits of achieving	The benefits to this are increased gross profit and increased exposure.		

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your goal?	
What are the potential consequences if you don't achieve your goal?	If we do not reach our goals and increase our gross profit and growth we can expand the dealership. And at the end of the day solidify our place as a dealer and with the manufacturer.
Why is the goal important to you?	The goal is important to me because it promotes growth. Enhances my paycheck as well as the bottom line of the dealership.
Potential Obstacles	Making sure the BDC and the sales staff are following the direction. I do not use a script as I prefer the interactions remain candid. But proper training and follow up will affect the out come. So we must be diligent on our floor up and training.
Potential Solutions	Consistent and constant training. Check ins and follow up.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Bottom line is the instant impact is a minimum of 200 additional cars at a 50% sold meaning 100 cars at \$2600.00 per copy can add \$260,000.00

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
Set a goal of 30 calls and objective of 4 appointments for each sales person and BDC	Lead sourcing. Proper documentastion and verified follow up by management in CRM	BDC, sales person, Internet manager, Sales Manager	Quality appoinmtets	10/01/20 - no end
CRM qualification and confirmations	CRM access and team follow up by closers and Internet director	BDC, sales person, closer, internet manager and Desk managers	Accelerated and accurate show rate due to better confirmations	10/01/20 - no end
Follow up with	CRM reporting	Internet	Quality leads,	10/16/20 - no end

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reporting in CRM on sell rate and percentages	and proper documentation with internet managers	managers, BDC, Sales managers and GM	better appointments, better dealer loading due to appointments	to be followed up and reported on bi-monthly
Follow the growth of the appointments and sell percentages at a expectation rating of min. 75% show and min. 60% sold	Employee training and follow up, CRM purification great leadership	Entire Variable team	More cars sold and better dealership daily loading not depending on walk ups.	10/31/20 - no nd to be done monthly
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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.

To ensure this continues and eventually grows past our expectations. We will make our expectations and policies a part of our daily work life. We will continue to grow this policy; we will follow up and closely monitor with our staff and management to improve the policy and help grow the dealership in the right direction. Consistent monitoring of and training our staff will only keep us as managers accountable while still evolving our dealership. No ceiling to what we do. Growing in all directions is wat we stive for.

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

We have met with our BDC, salespeople, closers, GSM and desk managers to get a perspective

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and see how and what we all see. With the input of all parties we were able to construct our direction as well as high touch areas and a variable structure. We will meet consistently as we implement to adjust and have the necessary improvements within or team. We want a constant evolving structure with definite clear expectations, but the path will continue to evolve.

Sponsor Signature: _____