



HOMEWORK ACTION PLAN

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

Name <u>Nick Henckel</u>	Class # <u>N358</u>
Dealership <u>Gurley Leep Ford Lincoln</u>	Date <u>10/14/2020</u>

Current Situation or Challenge to be Addressed:	Over the past 2 years we have lost marketshare on New Fords. We have 3 other similar sized Ford deals within 20 miles of us. I believe an old "get them in" mindset is holding us back along with a sloppy internet process on new car leads		
Current Performance Level (include specific measure):	2020 Per Month Ford average 37 2019 Per Month Ford average 44 2018 per month ford average 53		
Goal (what do you want to achieve?)	I know and believe we can run a 50 car average in 2021.		
Goal Performance Level (include specific measure)	Each month stand on its own. I have previous years data per month so we can map out a good forecast per month to know what months we need to run the score up and what months should expect to have to grind to get to 40.		
Goal Start Date:	11/1/2020	Goal End Date:	6/30/2021
First Check-in Date:	12/31/2020	Performance Objective:	Nov and december 2020 we should retail 45 fords per month
Second Check-in Date:	2/28/2021	Performance Objective:	January and february are tough months, 35 january, 40 february
Third Check-in Date:	4/30/2021	Performance Objective:	March is our best new car month, 60 fords, april is a 45 car month
Fourth Check-in Date:	6/30/2021	Performance Objective:	From June 2021 and on we should be able to run 50 fords per month, august being ever bigger. June and july are 50 car musts!
How does your goal align with the dealers'	My dealer is very competitive and though I am super sales effective(240% for the year with Ford), and hit every monthly objective,		

HOMEWORK ACTION PLAN

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

vision?	they want to outsell the competition! Every month If Ziegler Ford or Campbell Ford sell even 1 more ford than us, I hear about it! Every on a record breaking month it seems to be the focus.
What are the potential benefits of achieving your goal?	Dealer satisfaction is first and foremost. Increased floor plan and advertising credits. More volume for my salesmen. More trades and the full swing value of a trade is huge!
What are the potential consequences if you don't achieve your goal?	If we continue to slide in the wrong direction and don't see results in the next couple months it could result in a shake up with our new car manager.
Why is the goal important to you?	If it important to my owners it is important to me. I truly believe in my staff and think we are better than the other stores around us.
Potential Obstacles	Market volatility after the election/pandemic. Inventory issues to do pandemic.
Potential Solutions	Manage inventory at a very effective level.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	13 more new per month, based off our averages, 8450 front gross, back end 24700, 6.5 trades = 12025 front and back, 7800 in recon, 13450 in fpa and aa! 66,425 per month in additional income.

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
Aggressive pricing online	Dealer website and v auto	Brian ducharme	Moving to 500 below invoice will give us the most aggressive pricing in our market	New pricing effective november 1st, list all available rebates as well on our website
Review all new car internet leads for content and quality	Vinsolutions reporting and one on ones	Brian ducharme	Increase out closing %, we should send personalized	Daily spot checking and also weekly reviews

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
			direct emails and make sure every single lead is handled correctly	
Auto alert needs to be used daily	Auto alert	Troy crowel and John Clark work the system, I will monitor it	We have always been effective with lease renewals in auto alert, this year ford doesnt have the lease programs in place to pull customers out early, we need to work the other angles in the system such as cpo to new and purchase to purchase	I can monitor use and contacts weekly, they will have to work 30 minutes per day and make 10 contacts per day
Service drive quoting, put a upgrade proposal in the paperwork for every single customer ro, 40-50 per day with dave spencers contact information.	Auto alert and vin solutions	Brian ducharme(new car manager) and Dave Spencer(saleman)	1-2 new cars per week	Track deals we get throught the month with a goal of 5 in the first month.
Stop relying on old methods and mindsets, no more "JUST GET THEM IN"	All managers need to wrap their heads around a easy, transparent, up front process where we do as much of the deal at a distance than the customoer	All managers need to lead and the salesmen need to follow suit.	Increased sales both online and by phone, stealing market share from the other ford stores in the area. When we get an internet lead, odds are	Daily. When I heard counter productive languae and process I need to stop it dead in its tracks. Also share success stories in our weekly wrap

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
	wants.		another store close did too and we need to out perform them in the BDC	up meeting on how we did well doing it the "new" way!
Click or tap here to enter text.	Click or tap here to enter text.			
Click or tap here to enter text.	Click or tap here to enter text.			

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.

The thing I have going for me is that I have a great team of people here and our culture is great! If I track it out loud, and talk about it daily my team they will get behind it. It has to be the forefront of goals and the focus has to stay there, if it does we can keep it up. I also believe that you have to set a new goal once you accomplish the first because often if you are not moving forward you will find that you are moving backwards.

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

We have the pricing set and just have to switch it over on November 1st. We have already started tracking internet leads daily. We have had our auto alert trainer on the 19th of october, we now know how to mass print quotes for next day service appointments. I have spoken with my service mamnager and at first he had some pushback on putting them with every ro because of the extra work but he is on board now.

Sponsor Signature: _____