

HOMework – ACTION PLAN

Name Adam Mason Class # _____
 Dealership Burnworth - Zollars INC Date 12/01/2020

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

Current Situation or Challenge to be Addressed:	Used vehicle recon (time to lot from service and detail)		
Current Performance Level (include specific measure):	current average time is 7 days		
Goal (what do you want to achieve?)	Will achieve a 3 day turn, bringing profit up on used vehicles		
Goal Performance Level (include specific measure)	track used vehicle trades or purchases from day they hit the lot to time they are back to service and to detail.		
Goal Start Date:	01/01/2021	Goal End Date:	02/28/2021
First Check-in Date:	01/15/2021	Performance Objective:	6 days
Second Check-in Date:	02/01/2021	Performance Objective:	5 days
Third Check-in Date:	02/15/2021	Performance Objective:	4 days
Fourth Check-in Date:	02/28/2021	Performance Objective:	3 days

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<p>How does your goal align with the dealers' vision?</p>	<p>By bringing the days to lot ready down, the vehicles will stay "fresh" to the salesman and customer's bringing the profit up and promoting front end growth</p>
<p>What are the potential benefits of achieving your goal?</p>	<p>Customer satisfaction, Front end profit, total profitability, more trade ins, fresh trade ins, more inventory, faster inventory turn, lower floor plan cost</p>
<p>What are the potential consequences if you don't achieve your goal?</p>	<p>slower inventory turn, lower front end profit, less trade ins, higher floor plan costs, "lot rot,"</p>
<p>Why is the goal important to you?</p>	<p>it is my minimal acceptable standard</p>
<p>Potential Obstacles</p>	<p>service department schedule, parts ordering for recon repair, techs that call in sick or ill, detailing delays</p>
<p>Potential Solutions</p>	<p>Hire more techs and detailers, order parts ASAP, leave a slot open in service for used cars daily</p>
<p>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</p>	<p>each day on the lot or in recon floor cost \$19.00 per vehicle. Adding the projected front increase and floor savings per vehicle an additional \$342.00 per vehicle. times the average number of used sold a month (43 x 342.00 = \$14,706 dealership profit) x 12 months = \$176,472 additional yearly profit.</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
keys to service right after trade in	salesman education	all salesman and service advisors	instant open RO for used car recon	02/01/2021 daily task
service schedule open for used daily	open schedule	service advisors and managers	faster service check over and approvals	02/01/2021 to be checked every 14 days
detail time expectation	educated detailers and supplies	detailers and detail managers	1 day detail turn making the total days to lot 3 days	02/01/2021 checked every Monday to ensure results
daily parts ordering	parts catalog up to date	parts manager	parts next day	02/01/2021 Verify parts ordered daily
Merchandise and pictures	Vauto and camera	Sales Manager and detail	after car is detailer pictures to be taken right away	02/01/20 Merchandise daily and update pricing and
used car only tech	hire tech	HR, service manager, fixed ops manager	tech always available for used vehicles	02/01/2021

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.

After the goal is accomplished, implement a weekly meeting with all departments heads to verify the minimal acceptable standard is still being achieved. Find out what vehicles take longer than 3 days and out why, as in if it is a parts delay, open recall order delay or detail delay and address that issue. Make sure all late model vehicles with low miles are in the 1 to 2 day range of completion by having all parts for LOF and filters in stock.

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

Have organized meeting with all involved before implementation date to express the expectations and benefits of the new procedures. Have additional meeting day of implementation to go over correct procedures and expectations. Go over the benefits and consequences for non-compliance. Have department heads monitor the department closing at start to verify good habits are being made.

Sponsor Signature: _____