



HOMWORK ACTION PLAN

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

Name Andrew Scott Class # Variable ops 2
 Dealership Ottawa Jaguar Land Rover Date 12/15/2020

Current Situation or Challenge to be Addressed:	Improve quality of e-leads engagement		
Current Performance Level (include specific measure):	Mediocre. Closing at between 4% and 8%		
Goal (what do you want to achieve?)	More e-lead conversion to appointments/ Higher closing ratio		
Goal Performance Level (include specific measure)	Push final closing to 20%		
Goal Start Date:	12/15/2020	Goal End Date:	2/28/2021
First Check-in Date:	12/31/2020	Performance Objective:	Daily follow-up with Sales staff from Sales Manager
Second Check-in Date:	1/31/2021	Performance Objective:	15% Appointment objective
Third Check-in Date:	12/31/2020	Performance Objective:	Convert 50% of appointments to deals
Fourth Check-in Date:	2/28/2021	Performance Objective:	Close at 20%
How does your goal align with the dealers' vision?	Quality of engagement should increase level of customer satisfaction. Increase of Sales VOLUME		
What are the potential benefits of achieving your goal?	Greater throughput of inventory. Higher gross through higher volume		
What are the potential consequences if you don't achieve your goal?	Losing deals to our competition		

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Why is the goal important to you?	I have achieved this goal in the past with another store, and feel it should be achieved in this one
Potential Obstacles	Not having proper staff
Potential Solutions	Replace staff that aren't in alignment with my vision
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The minimum increase would be 6 deals a month, which would equate to a gross potential of approximately \$20000 (front end)

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
Sales Manager to review leads daily	E-lead Management system	Sales Manager	Make sure leads are not going stale	Ongoing
Ensure all leads are answered within 20 minutes	Monitoring system	Sales Manager/GSM/Sales Staff	Quicker contact should increase appointment conversion	Ongoing
Monitor quality of initial e-lead responses	Creation of a document to guide points that must be hit when writing a response	Sales Manager/GSM/Sales Staff	Better quality responses should generate more conversions	January 1, Ongoing
Revoke access to system for reps. Not following proper process	Access to system	Sales Manager	Better performers get more leads. Potential increase in closing ratios	Feb 1
Re-enforce positive results at sales meetings	GSM	GSM	Positive reinforcement	Ongoing

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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.

The key to success is to constantly monitor the metrics. The most important time is now, during the slow season. My situation, is that I have inherited a store with an aged staff that are somewhat set in their ways. The key to success when it comes to this action plan, or any other for that matter, is to know when it is time to replace people. Process is king.

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

Announcement during a Saturday morning sales meeting. Weekly updates with Sales Manager.

Sponsor Signature: _____