



HOMEWORK ACTION PLAN

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

Name <u>Michael Whitehouse</u>	Class # <u>N370.VO2</u>
Dealership <u>Cerritos Dodge</u>	Date <u>2/20/2021</u>

Current Situation or Challenge to be Addressed:	Utilizing the current data from the " Power of turn" spread sheet, our current inventory turn is 4.9 with a front end gross of \$1,751. Our projected inventory turn is 5.5 with a front end gross of \$1,751. In an effort to increase our overall turn from 4.9 to 5.5 we must improve our internet training process to stimulate and increase sales opportunities from leads.		
Current Performance Level (include specific measure):	Our current turn is 4.9		
Goal (what do you want to achieve?)	Increase our inventory turn from 4.9 to 5.5		
Goal Performance Level (include specific measure)	Projected Inventory turn rate-5.5, Projected Average Front end Gross Profit PVR-\$1751, Projected monthly units delivered-132, Projected Monthly gross profit-\$230,329, Projected monthly gross profit Variance-\$25171, Projected yearly front end gross profit total-\$2,763,954, Projected annualized frontend gross profit Variance - \$302048		
Goal Start Date:	3/1/2021	Goal End Date:	On going
First Check-in Date:	3/5/2021	Performance Objective:	Improved Quality of appointments set by the Internet department (reviewed daily - VIN Solutions data)
Second Check-in Date:	3/12/2021	Performance Objective:	Measure improvement in sold units / measured through Vin Solution and Stellantis Manufacture website
Third Check-in Date:	3/19/2021	Performance Objective:	Measure improvement in sold units and review training levls achieved by each associate
Fourth Check-in Date:	3/31/2021	Performance	Compare YTD (January /

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		Objective:	February 2021 to March MTD performance Review inventory stocking levels to ensure success
How does your goal align with the dealers' vision?	As Fixed Operations Director and GM Trainee, it is my responsibility to protect my Dealers investments. After reviewing the data and information from the mystery shopping call to our internet department, it was clear that this was an area that we could improve without added expense, personnel or equipment. We simply needed to establish policies, procedures and hold accountability meetings to move the needle towards higher profit margins.		
What are the potential benefits of achieving your goal?	A total Gross variance increase of \$1,539,598		
What are the potential consequences if you don't achieve your goal?	Process errossion. If our current sales objective and training process within our internet department is not re-evaluated there is a risk of additional loss from lower unit sales and lost opportunities.		
Why is the goal important to you?	After reviewing the power of the turn data, and listening to the professional wisdom of our guest speakers, this area can have the most significant impact on improved profitability.		
Potential Obstacles	Culture change. We must embrace a culture of a lead driven, customer centric internet department which is focused on unit sales volume with consistent gross profit		
Potential Solutions	Restucture of the sales management team. Put the right players, playing the right positions. Train the team using Joe Verde and Fire Phone skills techniques.		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Total Projected Gross (variance + Current) Month to Date increase - \$333459 Year to Date increase - \$4,001,504		

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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
Restructure Internet Management	Creat pay plan designed to drive Goal	General Manager and GSM	Increased Quality lead conversion to sale	On Going
Restructure Training process directed to a social media, customer centric sales machine	It department resources, call center technology upgrade(company cells, headsets, Fire Phone transferring capabilities	Internet Sales Manager, GSM, General Manager	Increase Quality lead conversion to sale Increased quality of overall appointment process	On Going
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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.	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.	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.	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.	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.

When changing culture, effective process management is key to long term success. Each week the team will meet with the GSM and Internet Manager to review success, additional strategies

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and review new objectives. Positive reinforcement, Continued coaching and training will be the grass roots of the department.

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

The action step has been taken. We have restructured our Sales Management team and promoted one of our senior sales managers to lead the internet department. He has begun to take action steps described in thei plan.

Sponsor Signature: _____