



HOMEWORK ACTION PLAN

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

| | | | |
|--|--|---------|----------------------------------|
| Name <u>James Bass</u> | | Class # | Click or tap here to enter text. |
| Dealership <u>Coggin Nissan Atlantic</u> | | Date | Use Dropdown to enter a date. |

| | | | |
|---|--|------------------------|---|
| Current Situation or Challenge to be Addressed: | Currently little or no Xchange businesss or trades currently | | |
| Current Performance Level (include specific measure): | Currently averaging 7 units a month | | |
| Goal (what do you want to achieve?) | I would like to average 25 units a month at a minmum | | |
| Goal Performance Level (include specific measure) | 75 SERVICE DRIVE APPRAISALS MONTHLY FOR OUR XCHANGE PROGRAM AND THIS SHOULD LET USS AVERAGE 25 UNITS MONTHLY | | |
| Goal Start Date: | 3/1/2021 | Goal End Date: | 3/31/2021 |
| First Check-in Date: | 3/5/2021 | Performance Objective: | 18 SERVICE DRIVE APPRAISALS WITH A CURRENT 38% LOOK TO BOOK SHOULD LAND US TO ABOUT 7 UNITS |
| Second Check-in Date: | 3/12/2021 | Performance Objective: | 36 SERVICE DRIVE APPRAISALS WE SHOULD HAVE 14 XCHANGE UNITS AT THIS POINT |
| Third Check-in Date: | 3/19/2021 | Performance Objective: | 54 SERVICE DRIVE APPRAISALS WE SHOULD HAVE 20 XCHANGE UNITS AT THIS POINT |
| Fourth Check-in Date: | 3/31/2021 | Performance Objective: | 75 SERVICE DRIVE APPRAISAL WE SHOULD HAVE 27 UNITS AT THIS POINT |
| How does your goal align with the dealers' vision? | Asbury is focusing heavily on the xchange program and the expect all stores to buy in | | |



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| What are the potential benefits of achieving your goal? | Acquiring more nissan units that can be cpo and not having to pay auction prices for these cars/ no transportation fees |
| What are the potential consequences if you don't achieve your goal? | Chargebacks will increase with using previous customer warrenty cancellations for downpayment. |
| Why is the goal important to you? | This will increase repeat business, FI pvr, better inventory |
| Potential Obstacles | Getting customers to commit to trading out, service department not on the same page as sales, finding a dedicated xchange manager |
| Potential Solutions | Spiff service advisors on xchange referrals, still do the recmonded work on the xchange trade and hire and train dedicated xchange manager |
| BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) | We average 2500 a copy in finance on our new car business (most xchange deals are new) $2500 \times 25 = 62500.00$ |

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 |
|---|--------------------------------------|--|----------------------------|---|
| Appraise 75 service units a month | V auto, eleads to show service appts | Preowned director, xchange director, GSM | Capture 25 trades monthly | Start 3/1/21 Checkin weekly End 3/31/21 |
| Set 2.5 xchange appointments daily | Eleads CUSTOMER PAY ROS | Xchange manager | Sell 25 xchange deals | Start 3/1/21 Checkin daily End 3/31/21 |
| Offer service customer a cash value for there | Customer pay ROS | Preowned director | Acquire more cpo inventory | 03/01/21 |



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|--|----------------------------------|----------------------------------|---|--|
| car even if they don't buy ours | Vauto | Xchchange mgr | | Checkin weekly end 3/31/21 |
| Hire and train a dedicated xchange sales person | Advertising | Xchange mgr | To have a dedicated xchange salesperson averaging 15-20 units a month | 03/01/31 Checkpoint weekly 03/31/21 |
| Offer service advisors referral fees for ever customer or trade the refer to sales | Accounting | Service director | Increase the amount of service appraisals | 03/01/21 Checkpoint monthly Ending 03/31/21 |
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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.

This will be done by daily deal meetings going over the appraisal reports/ daily service appointment reports / and holding the xchange and preowend manager accountable



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

Daily morning XCHANGE meetings during our save a deal as well as training

Sponsor
Signature: _____