



HOMEWORK ACTION PLAN

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

Name Kevin Bulger Class # N369
 Dealership Wittmeier Auto Center Date 3/7/2021

Current Situation or Challenge to be Addressed:	Putting vehicles online as soon as they are added to the inventory.		
Current Performance Level (include specific measure):	We are not currently doing this.		
Goal (what do you want to achieve?)	Increase inventory turn .		
Goal Performance Level (include specific measure)	We are currently at 7.5 turns and we need to be at 12 turns by the end of this year.		
Goal Start Date:	3/8/2021	Goal End Date:	12/31/2021
First Check-in Date:	3/31/2021	Performance Objective:	Adding purchased vehicles as soon as purchased from auction.
Second Check-in Date:	3/31/2021	Performance Objective:	Adding trade ins as soon as deal is booked.
Third Check-in Date:	9/30/2021	Performance Objective:	Comparing how much our vdp's have increased since implimenting new process.
Fourth Check-in Date:	1/3/2022	Performance Objective:	12 turns average for the year
How does your goal align with the dealers' vision?	We are all onboard and see the importance of getting the pre owned inventory online as quickly as possible.		
What are the potential benefits of achieving your goal?	Quicker turn of inventory and increasing profit on each pre owned vehicle transaction.		
What are the potential consequences if you don't achieve your	Higher floor plan expense, lower profits per units sold because of rapidly changing market.		

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goal?	
Why is the goal important to you?	Because I suggested doing this a year ago and no one bought into it at the time. I was not the GM then.
Potential Obstacles	Pre owned manager that believes he is over worked already.
Potential Solutions	Hiring a part time porter to assist with getting the vehicles on line. Convincing pre owned manager that he can work a little harder for the common goal.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	I believe that we can increase profit by \$350,000 for the year if we just ad this simple step of getting our vehicles on line as quickly as possible instead of waiting 1 to 2 weeks.

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
Add purchased units by using V-Auto program.	V-Auto	Pre Owned Manager	Every vehicle added as soon as purchased	Same as above
Hire porter to clean and photograph trade ins.	HR	Myself and Pre Owned Manager	Enthusiastic and hard working individual to carry out the daily tasks	Same as above
Have detail department assist in the initial cleaning of trades.	Detail manager and crew	Detail Manager	Co operate and do intial cleaning as quickly as possible, prefably same day	Same as above
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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.

I will dilligently watch the process because I am taking personal responsibility. No one saw how impirtant this was until I attended this class and brought it back up again. Believe me, I am very good at encouraging the staff to follow thru with policies and procedures.

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

During our Friday morning meeting I shared our conversation in class about the importance of this step in turning our inventory quicker and showed the managers how to use V-Auto to add pictures to our website of purchased vehicles. Everyone is onboard and the current pre owned assiatant is going to begin putting the trades on line and the pre owned manager is already adding the purchased units as soon as he purchases them.

Sponsor Signature: _____