



## HOMEWORK ACTION PLAN

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

Name Bryan Beck Class # VO2 Web Seminar 08

Dealership Beck Motor Co Date 3/11/2021

Current Situation or Challenge to be Addressed:	Poor website performance based on number of leads and lead quality.		
Current Performance Level (include specific measure):	6.69% close rate on website leads from 269 web leads so far this quarter. This may be partly to lead quality, but a lot of it has to do with our lead handling.		
Goal (what do you want to achieve?)	We want to create a more pleasant online experience for our customers. This will match our in-store experiend and hopefully we will get more leads and close more deals off of those leads.		
Goal Performance Level (include specific measure)	150 web leads per month at a 14% closing ratio for a total of <del>21</del> <sup>14</sup> more sales per month. 3 month running rate.		
Goal Start Date:	3/11/2021	Goal End Date:	9/30/2021
First Check-in Date:	6/30/2021	Performance Objective:	+100 leads/mo; 7.5% close rate
Second Check-in Date:	9/30/2021	Performance Objective:	+115 leads/mo; 10% close rate
Third Check-in Date:	12/31/2021	Performance Objective:	+135 leads/mo; 12% close rate
Fourth Check-in Date:	3/31/2022	Performance Objective:	+150 leads/mo; 14% close rate
How does your goal align with the dealers' vision?	Our dealership prides itself on customer experience. Right now the in-store experience is far better than online.		
What are the potential benefits of achieving your goal?	More appreciative customers, more sales, and potentially higher gross profits off of those sales.		
What are the potential consequences if you don't achieve your goal?	Remain at the status quo or possibly digress.		
Why is the goal important to you?	The importance of digital retailing and follow-up is too important to leave on auto-pilot. Needs to be done and there is a lot of opportunity here.		
Potential Obstacles	Pushback from sales staff on training. Finding good fit for website structure.		



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Potential Solutions	Incentivise training; continue to track and monitor website performance
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	An additional 14 cars per month at an average of \$2,673 total gross PVR (YTD Dec 2020)= \$37,422 additions to gross per month.

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
Review current website performance. Look at other website providers if necessary.	Lead ROI and Metrics through C-4 Analytics/Vinsolutions	Bryan Beck, Trace and Steve Beck, Jami Beck, C-4	Lots of leads, low closing rate. We'll find things we can "de-clutter" from site.	Start: Now End: 3/31/21
Remodel website to enhance form submission and lead quality.	C-4, reporting	Same as above	A less cluttered, easier to navigate website that allows more shoppers to take action	Start: 4/1/21 End: 5/31/21
Train staff on web lead handling	Looking into training	Ted, Bryan, Staff	More appointments, better show rate, more sales	Start: ASAP Continue through end date and Refresh annually
Train staff on CRM	Vins training, in-house and online	Ted, Bryan, Staff	Less lead "fall-off" and more sales	Start: ASAP Continue through end date and Refresh annually
Boost Pay-per click once we've seen increase in web-lead goals.	C-4	Bryan Beck, Trace and Steve Beck, Jami Beck, C-4	More leads to website, which will now convert at a higher rate	Start: 6/31/21 Assess monthly
Review/Add calls to action on website to increase leads.	C-4	Bryan Beck, Trace and Steve Beck, Jami Beck, C-4	Higher quality leads	Start: 10/1/2021 End: 12/31/21



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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.

Continue to measure website lead performance on a quarterly basis. Training refreshers at least every year.

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

Weekly meetings with C-4 Analytics to discuss beter website design.

Sponsor Signature: