



HOMWORK ACTION PLAN

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

Name Sammy Hayes Class # 369

Dealership Stivers Ford Lincoln Date 3/25/2021

| | | | |
|---|--|------------------------|-----------------|
| Current Situation or Challenge to be Addressed: | Current situation that I would like to focus on would be to start leasing at our dealership. | | |
| Current Performance Level (include specific measure): | Our current performance with leasing is 1.8% | | |
| Goal (what do you want to achieve?) | What I would like to do is more leasing within our dealership to be able to get those vehicles back at a later date for our UCD and drive retention thru fixed as well. | | |
| Goal Performance Level (include specific measure) | Starting in the 2nd quarter, I want to offer both leasing and purchasing options on the work sheet to allow the customer to make the decision based on transparent data. | | |
| Goal Start Date: | 3/25/2021 | Goal End Date: | 12/31/2021 |
| First Check-in Date: | 4/1/2021 | Performance Objective: | 3% of our sales |
| Second Check-in Date: | 6/30/2021 | Performance Objective: | 5% of our sales |
| Third Check-in Date: | 8/31/2021 | Performance Objective: | 7% of our sales |
| Fourth Check-in Date: | 10/31/2021 | Performance Objective: | 9% of our sales |
| How does your goal align with the dealers' vision? | I believe if we introduce leasing to our clients, we will grow our data base and retain more customers and money. | | |
| What are the potential benefits of achieving your goal? | Benefits would be quality used cars for the used car department, knowing the service history during the service cycle and maintaining those relations. | | |
| What are the potential consequences if you don't achieve your goal? | Consequences would be losing out on the quality trades that would be able to purchase after the lease was up, but also losing out on potential car deals. | | |

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| Why is the goal important to you? | Important goal for me is we are missing car deals due to not understanding customer buying habits but gains from all departments benefit from leasing. |
| Potential Obstacles | Getting F&I managers educated on increase profit from leasing. |
| Potential Solutions | Showing the potential profit for the new, used, parts and service. |
| BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) | Financial impact is to offer leasing to all customers which could drive our per copy average higher as well as more fixed gross mainting there vehicle. |

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 |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| Get more involved/educate on leasing for our team | OEM/Banks | Ed Pyle-GSM | Increase leasing % | April-December 2021 |
| Train Service Advisors on lease vehicles maintenance | OEM Maintenance Schedule | Jonathan Jordan | Follow schedule maintenace guide | 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.

Just like sales, everyone likes more money and leasing gives more options for selling vehicles.

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

Getting everyone set up and the proper training for each department so we can meet our goals.

Sponsor Signature: _____