

HOMEWORK ACTION PLAN

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

Name John Thomas Class # ATD 044

Dealership Houston Freightliner Date 4/1/2021

Current Situation or Challenge to be Addressed:	Take advantage of the many website visits by creating a more interactive inventory.		
Current Performance Level (include specific measure):	Current emails from prospective customers on inventory truck listings do not exceed about one a week.		
Goal (what do you want to achieve?)	A higher response rate from people browsing our inventory, so website visits can potentially be converted to sales.		
Goal Performance Level (include specific measure)	Receive at least three emails a day originated from our inventory.		
Goal Start Date:	4/1/2021	Goal End Date:	5/31/2021
First Check-in Date:	4/9/2021	Performance Objective:	Assign tasks.
Second Check-in Date:	4/23/2021	Performance Objective:	Beginn new internal processes.
Third Check-in Date:	5/7/2021	Performance Objective:	Review performance of new internal processes.
Fourth Check-in Date:	Use Dropdown to enter a date.	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	As our market is rapidly growing, our vision is to not be left behind and grow with it - otherwise we cannot sufficiently cover our manufacturers expectations in this area.		
What are the potential benefits of achieving your goal?	Growing customers base, higher sales, higher profitability.		
What are the potential consequences if you	Falling behind by not adequately harnessing the potential of new technology.		

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don't achieve your goal?	
Why is the goal important to you?	Profitability allows us to serve our customers better.
Potential Obstacles	Additional work required by sales staff and general change.
Potential Solutions	Inclusive and participating management.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If only every tenth inquiry from the website leads to a sale, that's still three additional sales per month at approximately \$10,000 gross profit in the right months.

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
Research	Time	Center Manager	Create industry bench mark of best possible inventory look and feel.	4/5
Create tasks	Time	Center Manager	Specify all needed tasks, like (a) content creation, (b) website redesign, etc.	4/8
Assign tasks	Time	All staff involved	Assign content creation tasks to sales staff (take photos, videos, write descriptions), assign website redesign to	4/9

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			marketing group.	
Complete Tasks	Time	All staff	All staff to complete the tasks assigned.	4/16
Create processes	Time	Center Manager	Now that content is caught up and website is redeveloped, create processes to keep it up to date.	4/22
Assign processes	Time	All staff	Assign all processes, like who is responsible for inventory content, who is responsible to quickly answer inquiries, etc.	4/23
Review	Time, reporting	Center Manager	Review to see if new processes have created the necessary effect, reconsider if needed.	5/4

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.

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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.

New processes will have to be followed up on regularly to make sure they become part of the day to day of all staff. Certain sales staffs' responsibility will be to keep a current inventory with great photos, videos, descriptions and specials. Certain sales staffs' responsibility will be to answer with helpful and convenient emails or phone calls to any inquiry on an immediate basis. Marketing will have to continue to redesign the website to look great on new mobile devices or screen resolutions.

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

Three designated implementation meetings on the days of the performance objectives. Answer questions and help staff on a regular basis. Check-in during weekly staff meetings on progress.

Sponsor
Signature:

