



## HOMEWORK ACTION PLAN

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

Name Jamie McCluskey Class # N368

Dealership Patrick BMW Date 3/17/2021

|   |   |                        |  |
|---|---|------------------------|--|
| Current Situation or Challenge to be Addressed:         | Gross average of new cars vs local area composite "no F&I" is -\$1956 We need to capture \$787 more per front end unit not including F&I profit.  |                        |  |
| Current Performance Level (include specific measure):   | Front end new car gross based on Patrick Log is \$1,213   |                        |  |
| Goal (what do you want to achieve?):                    | The Patrick log on new car gross to reflect \$2,000 not including F&I   |                        |  |
| Goal Performance Level (include specific measure)       | Total gross profit on new vehicles, not including MFG incentives, not including F&I   |                        |  |
| Goal Start Date:  | 4/1/2021  | Goal End Date:         | 5/31/2021  |
| First Check-in Date:                                    | 4/12/2021   | Performance Objective: | GSM & Sales manager profit review of Patrick log |
| Second Check-in Date:                                   | 4/26/2021   | Performance Objective: | GSM & Sales manager profit review of Patrick log |
| Third Check-in Date:                                    | 5/12/2021   | Performance Objective: | One sheeter meeting with executive team          |
| Fourth Check-in Date:                                   | 5/24/2021   | Performance Objective: | GSM & Sales manager profit review of Patrick log |
| How does your goal align with the dealers' vision?      | Yes, with inventory levels dropping on new vehicles, we need to add to profit by focusing on \$787 in additional gross. This will maintain profit for the sales as inventory continues to tighten up.   |                        |  |
| What are the potential benefits of achieving your goal? | If volume falls we will still add profit to the dealership. Current rate of travel has been 119 new units Avg. gross is \$144.347. Decrease in inventory will allow us to achive less units and maintain our current gross. If volume stays consistant we will add additioanl profit. |                        |  |

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| What are the potential consequences if you don't achieve your goal?                | We would sell less units and generate less gross. This could lead to reduction in sales force or management pay. In order to maintain positive attitudes we need to focus on our goal.  |
| Why is the goal important to you?  | It is important we keep good culture in the store. When sales and profitability fall, tough decisions need to be made and the dynamics can change on the sales floor.   |
| Potential Obstacles  | The sales managers do not follow through, the moral of the team, training   |
| Potential Solutions  | Training, business plan to achieve results, accountability meetings, manager buy in.  |
| <b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars) | The bottom line impact will be adding approx. \$80,000 per month based on current YTD results. If New car inventory continues to be restricted our current gross profit is maintained on a per month basis. This allows the store to continue operating at current employment levels. |

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                       |
|---|--|-------------------------------------|--|--|
| Meet with the GSM and sales managers at BMW.            | Local area composit, Patrick logs,             | GSM & BMW manager                   | Agree we will increase \$787 BMW new front gross   | End of May 31st.                                     |
| Launching DPA portal for accessories and Chemical sales | How to guides for DPA & training by local reps | BMW sales manager                   | 40% capture rate on all new cars. The revenue goal is \$1900 per unit. Gross would be \$1575 per unit. | On going with consistent results of 40% by May 31st. |
| Launch April 6th with entire sales team.                | Managers and local trainers.                   | GSM                                 | Complete knowledge and understanding how we will utilize and present.                                  | 4/9 everyone will have a complete understanding      |
| Meeting with managers                                   | Patrick Logs & Accountability responsibilities | Sales Director, GSM, Sales Managers | First meeting of results after training. We should have captured product and gross and tracking.       | 4/12, 4/26, 5/10, 5/24                               |

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|--|----------------------------------|----------------------------------|--|----------------------------------|
| One sheeter- meeting with executive team | Finacial break down of docs.     | Executive team                   | Improvement from current results of 1st quarter          | 05/12                            |
| Sales meeting daily                      | Patrick logs                     | Sales management team            | 100% participation and reviewing of results and progress | 4/12 daily moving forward.       |
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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.

We will write gross objectives into pay plans. The monthly goals on our business plan will also be updated to reflect in our docs and weekly meeting templates.

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

Sales director, Operations director and sales managers have been meeting weekly. We have developed the plan together. The trainers and meeting rooms have been booked offsite. We are treating this as a launch party and made attendance mandatory.

Sponsor Signature: 