



HOMWORK ACTION PLAN

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

Name David McNabb Class # N368
 Dealership Fred Beans Ford of Exton Date 4/23/2021

Current Situation or Challenge to be Addressed:	We are currently averaging \$1100 a copy in the backend. Our company policy/benchmark is \$1300 this year		
Current Performance Level (include specific measure):	We are currently at \$1100 a copy		
Goal (what do you want to achieve?)	To hit or exceed \$1500 a copy in the backend		
Goal Performance Level (include specific measure)	Hit or exceed \$1500 a copy in the backend		
Goal Start Date:	4/1/2021	Goal End Date:	9/30/2021
First Check-in Date:	5/1/2021	Performance Objective:	\$1200
Second Check-in Date:	6/1/2021	Performance Objective:	1300
Third Check-in Date:	7/1/2021	Performance Objective:	1400
Fourth Check-in Date:	8/1/2021	Performance Objective:	1500
How does your goal align with the dealers' vision?	It exceeds what the goal for the group is		
What are the potential benefits of achieving your goal?	Greater profitability to the dealership		
What are the potential consequences if you don't achieve your goal?	Turnover in the finance dept		
Why is the goal important to you?	It would be nice to exceed expectations set upon our store		

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Potential Obstacles	Outside lenders, credit unions
Potential Solutions	Better in house experience
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Greater than \$140,000

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
Desk deals more consistently.	Stick to a process	GSM	Greater gross profit in the backend before it gets to the finance dept	4/1/21
Train on first pencil with salesmen	First pencil needs to stay the same every time with every manager	GSM	Consistency will lead to greater gross profit	4/1/21
Train salesman to pitch paint and fab protection products	Showroom car has product applied at all times	GSM, Sales manager	Increase gross profit in the finance dept before it reaches the box	4/1/21
Train salesmen to pitch aftermarket products	Constant training on backend products	GSM, sales manager	Increase gross profit in finance dept before it reaches	4/1/21
Create a leader board for finance dept	Change the scores daily	GSM, Finance Manager	Hold finance dept accountable if under performing	4/1/21
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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.

The improved results will result in increased pay checks. Everyone involved should not want to backwards after the new norm of a higher backend per deal has been established.

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

We will hold a sales meeting to emphasis the importance of selling backend products and maximizing every deal. With Front end gross declining based on competition and consumer awarness, it is becoming more important to maximize the backend for total gross profit. If benchmark numbers are not hit, we will contintue to hold training meetings until we hit our goals. We will hold people accountable for who is not achieving the proper numbers.

Sponsor Signature: _____