



HOMEWORK ACTION PLAN

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

Name	Paul London	Class	#	N372
Dealership	Hampton Chevrolet	Date		4/25/2021

Current Situation or Challenge to be Addressed:	Reduce Months Day Supply		
Current Performance Level (include specific measure):	57.5 days		
Goal (what do you want to achieve?):	30 days		
Goal Performance Level (include specific measure)	Reduce MDS by 9 days over the 3rd quarter (9 days each month)		
Goal Start Date:	7/1/2021	Goal End Date:	9/30/2021
First Check-in Date:	6/1/2021	Performance Objective:	Review MTD MDS and make final preparation to achieve goal by the end of the 3rd QTR
Second Check-in Date:	7/31/2021	Performance Objective:	48 MDS
Third Check-in Date:	8/31/2021	Performance Objective:	39 MDS
Fourth Check-in Date:	9/30/2021	Performance Objective:	30 MDS
How does your goal align with the dealers' vision?	By reducing MDS we will reduce holding costs, increase turn, increase sales dollars in the service department on internal work, and improve efficiency of time to line...all of which are beneficial to dealership profitability		
What are the potential benefits of achieving your goal?	Reducing MDS will have the simultaneous effect of reducing aging issues while increasing our GROI		
What are the potential consequences if you don't achieve your	Compromising sales if we do not acquire the right inventory, and hold consistent to our market based pricing philosophy. Additionally, if we choose to reduce inventory levels to achieve a 30 MDS, it is counter-		

HOMEWORK ACTION PLAN

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

goal?	intuitive to our current mindset.
Why is the goal important to you?	Lower MDS should result in increase turns, additional pre-owned sales, the collection of more doc fees, and higher gross profit
Potential Obstacles	Continued buy in from UCM if sales drop or obstacles arise
Potential Solutions	Guaranteeing compensaiton of UCM during the 3rd quarter to ensure our goal is not compromised by doubt or panic
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we reduce or MDS to 30 days and increase our current turn from 6.25 to 12, we will double our GROI from 60% to !20%

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 w/GM and UCM to implement strategy	Financial statement and 24 months of data on used car sales	GM, GSM, UCM	Agree to consensus on implementation and tracking of goal	Bi-weekly meetings to monitor progress
Meet w/buyers	Historical data regarding in demand vehicles, vehicles we do well with, and market based supply data	UCM, GSM, GM	Commitment to focus on buying based off of data and not emotion	Weekly meetings about acquisitions
Meet w/buyers	Discuss sourcing strategies	UCM, GSM, GM	Agreement on the most effective ways to source and acquire inventory	Immediately and ongoing with check-ins throughout the week
Meet w/Service	Compensation	SM, UCM, GSM	Increased sales	Immediately with

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Manager and Advisors	plan for buying/upgrading existing customers		and acquisitions from the service drive	monthly review
Meet w/Sales Managers	Discuss plan for reducing MDS w/o sacrificing sales. Review data that shows the benefits	UCM, GSM, GM	Buy-in from everybody on "the mission"	Immediately and ongoing
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

Obtaining our goal should be all of the motivation that our employees need in order to continue to buy in to our adjusted mindset. Increased turn, increased sales, and increased GROI should result in everybody making more money.

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

I think it is important to have a solid strategy with accurate and relatable data, that supports your theory; developed by all parties that will be charged with the implementation of the goal. Once there is consensus on the plan, then it is the responsibility of the overseers of that strategy to explain the vision and benefits of achieving the goal to everyone else who will be effected by the success or failure of that vision.

Sponsor Signature: _____

HOMWORK ACTION PLAN

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