



HOMEWORK ACTION PLAN

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

Name <u>FADI ALZEIDEH</u>	Class # <u>ASBURY</u>
Dealership <u>COGGIN HONDA</u>	Date <u>4/26/2021</u>

Current Situation or Challenge to be Addressed:	CSI is below bench mark for district		
Current Performance Level (include specific measure):	91.0 Need to be at 92.5		
Goal (what do you want to achieve?)	To be above bensch mark		
Goal Performance Level (include specific measure)	93.0		
Goal Start Date:	5/1/2021	Goal End Date:	12/31/2021
First Check-in Date:	5/15/2021	Performance Objective:	To be at 91
Second Check-in Date:	4/22/2021	Performance Objective:	To be at 92
Third Check-in Date:	4/29/2021	Performance Objective:	To be at 93
Fourth Check-in Date:	4/30/2021	Performance Objective:	To be at 95
How does your goal align with the dealers' vision?	To reach green in CSI and to stay green. The goal is to meet the manufacture standard of customer service and to be a guest centric dealer.		
What are the potential benefits of achieving your goal?	Asbury will have more chances of buying out more Honda dealers. It shows that Asbury stands behind their customer service standards and this will provide more opportunity to purschase more dealers.		
What are the potential consequences if you don't achieve your goal?	We may lose good advisors and could also negitively effect the business, such as clients not trusting or wanting to do business with us.		
Why is the goal	It will increase retension and also boost rating.		

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important to you?	
Potential Obstacles	Lack of staff, training, and lack of support.
Potential Solutions	Corporate offers the right amount of support and tools to accomplish these goals.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Click or tap here to enter text.

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
Staffing	Promotional budget	management	At least 1 employee ever 2 weeks	05/01/21... 05/15/2021
BDC	TRAINED BDC STAFF	Management	Better follow ups and increased CSI	05/01/21... 05/15/2021
GREETERS/ PORTERS	Hiring ads/job fairs	Management	Shorter greeting times, better customer service, better communication	05/01/21... 05/15/2021
Express Techs	UTI/ERWIN TECH SCHOOLS	Management	Quicker cycle times	05/01/2021... 05/31/2021
Parts runners	Job fairs, online ads	Management	Techs spending less time in the parts dept	05/01/2021... 05/31/2021
Click or tap here to enter text.	Click or tap here to enter text.			

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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.

Click or tap here to enter text.

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

Weekly meeting. Check progress daily and get input to gauge where progress is being made.

Sponsor Signature: _____