ACTION PLAN 1

S Specific M Measurable A Achievable R Relevant T Time bound

What is your goal? What do you want to achieve? From what metric? To what metric? By what date?

We will increase our Inventory Turn from 3.4 to 8 by July 31st 2021.

BOTTOM LINE: Benefits of Achieving Your Goal

Increased Retail Sales Effectivness

Higher Total Gross Profit Front and Back Total

Facorty will assign more vehicles

More used cars from trade in's we take

Consequences of Not Achieving Your Goal

Not Retail Sales Effective

Less Trade Ins for Used Car Inventory

More Floor Plan interest

When will you start? Now

How will you gauge your progress? When? Using which metrics?

Checking Daily Appt/Sales.

Monthly Pace Report updated daily on preformance.

Use New Day Supply Calculation with month end financial statement to track turn.

What specific actions will you take to achieve your goal? Who can help you?

Hire more sales people to take on added sales

Train sales people

Have correct inventory mix(Stock what we sell) use Conquest tool in vAuto to see what that is.

Spiffs for salesman/ Sales managers

Specials online better than local competition

Advertise deals. mailers, email blasts

Service Lane Upgrade program

Potential Challenges?	Potential Solutions?
Reduce GP with Higher volume	Fight for every dollar but take a deal you normally wouldn't as long as you worked it correctly and to the end.
Covid Restrictions	Buy from other dealers/brokers
Inventory Shortage	On site recruiter and training besides just sales managers and myself.