



HOMEWORK ACTION PLAN

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

Name Terrell "The Deal Maker" Baker Class # Click or tap here to enter text.

Dealership Dale Earnhardt Jr. Buick GMC Cadillac Date Use Dropdown to enter a date.

Current Situation or Challenge to be Addressed:	Currently, we are not getting our used units to the frontline fast enough. We are at 1.7 to photos on line and 5.7 days to frontline.		
Current Performance Level (include specific measure):	We are at 1.7 to photos on line and 5.7 days to frontline.		
Goal (what do you want to achieve?)	We need to be at 1.1 to photos and 3.2 to front line		
Goal Performance Level (include specific measure)	Click or tap here to enter text.		
Goal Start Date:	6/1/2021	Goal End Date:	6/30/2021
First Check-in Date:	6/4/2021	Performance Objective:	Movment
Second Check-in Date:	6/9/2021	Performance Objective:	1.3 photo 4.7 frontline
Third Check-in Date:	6/16/2021	Performance Objective:	1.1 photo 4.0 frontline
Fourth Check-in Date:	6/23/2021	Performance Objective:	1.1 photo 3.2 frontline
How does your goal align with the dealers' vision?	Our mission is to be the premier quality vehicle retailer in the world; The faster we can get our vehicles to the public, the faster we can serve them.		
What are the potential benefits of achieving your goal?	The profitability of the store will rise tremendously. Grosses are the largest in first 15 days. At 5.7 days to front line we have lost 35% of gross potential. 2.5 days is a life time in terms of gross opportunity and being able to serve customers.		
What are the potential consequences if you	Cant think of any consequences because we cant fail. The plan is the plan and we will consider an audible if it takes more time.		



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don't achieve your goal?	
Why is the goal important to you?	2 reasons; Timing is everything. People want it now. People will pay more for convenience. If they see it on line they assume it is ready. When they get to the store they want to touch, feel, smell and DRIVE. Im not to far removed from the floor to not know the frustration of a sales person that cant sell a unit that has been on the trade line for 7 days.
Potential Obstacles	Like everything else, the fight against change and accountability. But nothing a smooth bonus pay plan cant handle. The faster the cars come out, the more money we make. Inturn the more money we have to pay out to form the habit
Potential Solutions	Bonus to form habit
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$1100 to \$1300 PVR bump from day 5 to day 15. Faster they come up the faster you can sell them. Also, Sales people believe the newer a vehicle the more people will pay. It's a mindset.

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
1. Restructure process from time of trade or purchase to getting front line ready.	Click or tap here to enter text.	Johnathan Rusty Chris	Click or tap here to enter text.	Click or tap here to enter text.
2. Add a UCI Center Manager.	Click or tap here to enter text.	jason	Click or tap here to enter text.	Done



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3. Structure pay plan with incentives for low number in days to frontline.	Click or tap here to enter text.	Jason Goss	Click or tap here to enter text.	Click or tap here to enter text.
. 4. Traded and purchased vehicles will go directly to detail for clean up so that pictures can be posted online quicker	Click or tap here to enter text.	Jonathan Szeliga	Click or tap here to enter text.	5/17/21
5. Bring UCI Center Manager to all morning meetings. He will call out all priop day trades and update staff on whats coming.	Click or tap here to enter text.	Jason Goss	Click or tap here to enter text.	done
6. When purchasing or taking in a trade, Highlight front windshield with a green, yellow or red dot. a. Green dot - vehicle sells within 1 to 20 days b. Yellow dot - vehicle sells within 21 days to 35 days	Click or tap here to enter text.	Jason Goss	Click or tap here to enter text.	Click or tap here to enter text.



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c. Red dot - vehicle sells in 36+ days 7. Green units are to be processed before yellow and red. 8. Vehicles with low mileage that need minimal work are to be prioritized so that they can be put in the front line. 9. Call out all trade-in and purchased units that are front line ready in daily AM				
4. Traded and purchased vehicles will go directly to detail for clean up so that pictures can be posted online quicker	Click or tap here to enter text.	Terrell Baker Matt Cohen	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.



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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.

By inspecting what we expect.

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

We are gradually discussing now in preparation.

Sponsor
Signature: