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?

Incress new car sales and Gross Profit. We are curently at 100 new and 700k on gross. The goal is 125 and 950k. By April 2021.

BOTTOM LINE: Benefits of Achieving Your Goal

We will be able to get a better allocation and the botom line will be more profit.

Consequences of Not Achieving Your Goal

we will have to cut personal and bad allocation, also flooring will be more expensive since cars will be here longer.

When will you start? I will start April 1

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

Will go over the advertising.
Schedule more appointment and confirming them in advance.

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

Splitting the goal into the teams.

sales managers will be helping me.

Assitant managers will have a daily check list of what we need to do.

Have salesRep work the service drive for Potential customers.

Potential Challenges?	Potential Solutions?
SalesRep will not do proper follow up.	sales will increase.
Not having the vehicle in stock.	Managers will have procedure.
Pricing competition	GP will increase as well.