



HOMEWORK ACTION PLAN

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

Name <u>Malcolm R. Gage Jr.</u>	Class	# <u>Asbury - AO4</u>
Dealership <u>Park Place Motorcars Arlington</u>	Date	<u>4/29/2021</u>

Current Situation or Challenge to be Addressed:	New Car Inventory/Gross Management		
Current Performance Level (include specific measure):	Improve New Car PVR from \$5150 to \$5750		
Goal (what do you want to achieve?):	Improve overall gross profit in the New Car Dept due to limited inventory.		
Goal Performance Level (include specific measure)	Increase of \$600/unit PVR		
Goal Start Date:	5/1/2021	Goal End Date:	10/1/2021
First Check-in Date:	5/15/2021	Performance Objective:	\$200-250 Increase
Second Check-in Date:	6/15/2021	Performance Objective:	\$300-500 Increase
Third Check-in Date:	7/15/2021	Performance Objective:	\$600 Increase Achieved
Fourth Check-in Date:	8/15/2021	Performance Objective:	Management Consistency
How does your goal align with the dealers' vision?	Improvement of overall PTI towards the goal of 30% Net		
What are the potential benefits of achieving your goal?	Additional gross profit to the bottom line		
What are the potential consequences if you don't achieve your goal?	Not achieving the 30% Net PTI expectation		
Why is the goal important to you?	While we are managing through limited inventory, it's important that we make as much profit as possible to compensate for the reduced sells		

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	numbers.
Potential Obstacles	Acquiring additional inventory
Potential Solutions	Managing client expectations or ordering the vehicle for the client.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Average - 48 units/month Total Impact at current average - \$28,800/month additional

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
Create clear expectations for Roderick at April Review	NONE	Roderick Infante	Gross improvement	05/01/2021 Start, checkpoints on 15th of each month
Review current incoming special inventory to see overall gross impact	NetStar Inventory	Roderick Infante	Remove special inventory from gross increase expectations.	05/15/2021
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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.

Continue to review and discuss during our weekly L10 meetings
 Constant awareness for our Sales Experience Manager Team

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

Discuss with Roderick Infante during the New Car Department Review for April

Sponsor Signature: _____