



## HOMEWORK ACTION PLAN

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

|                                  |                       |
|----------------------------------|-----------------------|
| Name <u>Ryan Freeman</u>         | Class # <u>373</u>    |
| Dealership <u>Freeman Toyota</u> | Date <u>5/24/2021</u> |

|   |  |                        |            |
|---|--|------------------------|------------|
| Current Situation or Challenge to be Addressed:                     | Current sales efficiency below 100% and below the brand efficiency in our PMA.   |                        |            |
| Current Performance Level (include specific measure):               | Currently at 95% sales efficiency  |                        |            |
| Goal (what do you want to achieve?)                                 | I would like to increase our new car sales volume to increase our efficiency.  |                        |            |
| Goal Performance Level (include specific measure)                   | Sales Efficiency 100%  |                        |            |
| Goal Start Date:  | 6/1/2021   | Goal End Date:         | 12/31/2021 |
| First Check-in Date:  | 7/1/2021   | Performance Objective: | 96% SE     |
| Second Check-in Date:   | 8/1/2021   | Performance Objective: | 97% SE     |
| Third Check-in Date:  | 10/1/2021  | Performance Objective: | 99% SE     |
| Fourth Check-in Date:   | 12/1/2021  | Performance Objective: | 100% SE    |
| How does your goal align with the dealers' vision?                  | Our sales vision is to maximize profit but work each deal until they transact, which aligns with increasing new vehicle sales volume and ultimately improved Sales efficiency. |                        |            |
| What are the potential benefits of achieving your goal?             | Better relations with OEM, increased sales volume, increased opportunities in F&I, more trade-ins for used department, and more opportunities to sell accessories.             |                        |            |
| What are the potential consequences if you don't achieve your goal? | Poor OEM relations and performing below our new vehicle sales potential ultimately costing us overall gross profit.  |                        |            |

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| Why is the goal important to you?   | It is important to me to represent the brand well in our area and make sure we are atleast performing as well in the new vehicle department as the state average.                         |
| Potential Obstacles   | Current inventory shortages are making it very difficult to increase our sales rate and increase our pipeline.  |
| Potential Solutions   | Reserve vehicles as much as we can so they are sold right when they hit the lot and increase our travel rate to earn more vehicles.   |
| <b>BOTTOM LINE!</b><br>Financial Impact of Achieving Your Goal (expressed in dollars) | Increasing new vehicle sales will boost all departments: new, used, parts, and service and we project increasing sales efficiency to 100% will increase net profit by \$50,000 per month. |

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         |
|---|---|--|--|--|
| Improve use of CRM making sure all prospects are logged and followed up on. | CRM, Training for sales people  | General Sales Manager, Ian                                   | I expect every prospect is logged: Internet, floor, and phone without exception                                  | Start: 6/1/2021<br>Completed: 7/1/2021 |
| Improve salesperson phone skills  | Sales training on phone, call recording system to verify improvements | Desk Managers hold weekly training sessions with salespeople | I expect our salespeople to always get name and number of customer and improve customer experience on the phone. | Start: 6/1/2021<br>Completed: 8/1/2021 |
| Add digital retail tool to our website                                      | Purchase digital retailing tool to use on our site                    | General Manager and General Sales Manager                    | Incorporate digital retailing on our website to make buying new vehicle more convenient for our                  | Start: 8/1/2021<br>End: 9/1/2021       |

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|---|----------------------------------|----------------------------------|----------------------------------|-----------------------------------|
|   |                                  |                                  | customers.                       |                                   |
| Improve internet sales closing ratio with internet sales training | Internet training materials      | General Sales Manager            | Improve closing ratio to 12%     | Start: 8/1/2021<br>End: 11/1/2021 |
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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.

Constant gentle pressure on sales managers to maintain sales improvement and monitor sales efficiency to make sure we keep our new sales volume in line.

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

Hold weekly meetings with sales managers to recap actions and improvements made the past week, discuss what we are going to implement the following week, and track where we currently stand in sales and efficiency.

Sponsor Signature: \_\_\_\_\_