



## HOMEWORK ACTION PLAN

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

Name <u>Chris Atkins</u>	Class #	<u>N347</u>
Dealership <u>Ed Morse Sawgrass</u>	Date	<u>6/1/2021</u>

Current Situation or Challenge to be Addressed:	More Used Car sales		
Current Performance Level (include specific measure):	Record month 104 (2 times)		
Goal (what do you want to achieve?)	150 used car sales per month		
Goal Performance Level (include specific measure)	Last 2 months, we sold 104 per month. We need to average 5 used car deals per day to reach our goal of 150 per month		
Goal Start Date:	6/1/2021	Goal End Date:	6/30/2021
First Check-in Date:	6/15/2021	Performance Objective:	75 by the 15th
Second Check-in Date:	6/25/2021	Performance Objective:	See where we are going into last weekend of month
Third Check-in Date:	6/27/2021	Performance Objective:	See where we are for last 4 days of the month
Fourth Check-in Date:	6/30/2021	Performance Objective:	Did we achieve?
How does your goal align with the dealers' vision?	We are all pushing for the same goals		
What are the potential benefits of achieving your goal?	More unit = more gross which = more money		
What are the potential consequences if you don't achieve your goal?	Finding vehicles, Over paying for inventory, aging issues, etc		
Why is the goal	We want to do something special here. Even at 150, it's not the full		

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important to you?	potential of this dealership
Potential Obstacles	Iventory shortage, getting vehicles front line ready quickly
Potential Solutions	Hire another used car tech. Have 2 people shopping for cars. Manage the inventory
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	More used sales = more money

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
Decide our goal	Inventory	The whole team, especially myself and the used car managers	Find good inventory, sell more cars	June 1st/ June 15th/ June 25th/ June 30th
Converstae about what we want	V-Auto, Online advertisement/sales people	The whole team, especially myself and the used car managers	Sell more vehicles, make more money	June 1st/ June 15th/ June 25th/ June 30th
Find vehicles we can buy	Auctions	Used car managers	Find Inventory we can sell	June 1st/ June 15th/ June 25th/ June 30th
Put up banners in service drive "We buy cars"	Banners/Service drives	Porters/ used car managers/ myself	Have customers inquire about it	June 1st/ June 15th/ June 25th/ June 30th
Equity mining, have BDC reach out to potential customers in equity	Automotive Mastermind/Service Drive	Michelle Ramirez, used car managers/ desk managers	Find more customers to trade in vehicles, easier purchases, should be less expensive, make	June 1st/ June 15th/ June 25th/ June 30th

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			more money	
Work the service lane	Automotive Mastermind/ Trade in market/Banners	Sales people/Managers	Find more customers to do business, get more trades	June 1st/ June 15th/ June 25th/ June 30th
Social Media	Instagram/TikTok/ Facebook/etc	ALL Employees	Market themselves, get more customers, sell more cars, get more trade ins	Every month after June

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.

We talk about this daily. We work with the staff and exhaust all options. EVERY customer get's a TO from a manager. We have been working with them on word tracks and processes.

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

We have been stocking up our pre-owned inventory in hopes to have a bigger selection to capture more customers.

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