



## HOMEWORK ACTION PLAN

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

Name Corey McAfee Class # 044

Dealership MHC Kenworth Cedar Rapids Date 6/8/2021

Current Situation or Challenge to be Addressed:	Increase market penetration for class 8 , currently in second place behind Freightliner		
Current Performance Level (include specific measure):	Polk DATA through April 26% penetration		
Goal (what do you want to achieve?)	40% Market Penetration		
Goal Performance Level (include specific measure)	Track Monthly Polk Report montly and achieve 40% by Jan 31st, 2022.		
Goal Start Date:	6/1/2021	Goal End Date:	1/31/2022
First Check-in Date:	7/31/2021	Performance Objective:	30%
Second Check-in Date:	9/30/2021	Performance Objective:	35%
Third Check-in Date:	11/30/2021	Performance Objective:	38%
Fourth Check-in Date:	1/31/2022	Performance Objective:	40%
How does your goal align with the dealers' vision?	Increasing our market share will drive our fixed operations performace with more untis to service and sell parts for. MHC company goal is to be #1 in every market		
What are the potential benefits of achieving your goal?	Increased service and parts growth, as well as increased GP from New and Used truck sales and trade ins.		
What are the potential consequences if you don't achieve your goal?	We have reached a point where are growth curve has flattened from our initial steady increase in our market over the last 5 years. We are seing the same growth trend stall out in our fixed ops departmenes.		
Why is the goal important to you?	I want to own our backyard and be the premier dealership in our AOR. We want to be the best, and it starts with having the most unit in operation. We need to be quoting every potential deal.		
Potential Obstacles	We have 2 large fleets that are 100% freightliner that have been tough to get a relationship started with.		



## HOMEWORK ACTION PLAN

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

Potential Solutions	We are focused on selling them parts and service first inm order to cultivate the relationship. If we can prove we can add value to their buisness we can asked for a shot at their new truck business
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	If we can increase unit count for the year by 100 trucks on conquest accounts it will add \$250,000 in GP. Conservative estimate using \$2,500 per truck. The parts and service adds in GP should equal at least that. Total gain \$500,000

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
Quote all makes parts to both cusomters	Paccar market basket pricing assistance, Paccar National Rep	Parts Manager	Sell each cusomter something	Monthly through Year end
Quote special service labor rate	None	Service Manager	Sell each customer something	Monthly through Year End
Quote alignment and DPF cleaning specials	None	Service Manager	Sell each customer something	Monthly through Year End
Offer New truck Demo of Next GEN T680	Kenworth Factory Support, Fleet Sales Rep	Branch Manager	Shecule one demo unit for each cusomter	Monthly until scheduled
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	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.



## HOMWORK ACTION PLAN

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

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.

Once we can get their buisness in Parts OR Service we need to perform in a support level higher than their current vendors to build value to help justify increasing their volume of business with our branch. Getting the buisness is step one, performing and exceeding their expectations is how we wim.

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

We will be meeting with each customer with our Paccar Parts and Kenworth Sales rep to have them understand the oppourtunity and ensure their support. Every month we will meet to discuss progress and roadblocks we are seeing toward reaching our goal. Once we identify an area we can improve or a new oppurtunity to explore.

Sponsor Signature: