



HOMWORK ACTION PLAN

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

Name JAMES STASAK Class # N380
 Dealership FRIENDLY FORD LINCOLN Date 8/17/2021

Current Situation or Challenge to be Addressed:	Our inventory turn rate needs to improve.		
Current Performance Level (include specific measure):	Our current turn is around 12 but inventory levels are extremely low.		
Goal (what do you want to achieve?)	I would like to increase my turn rate.		
Goal Performance Level (include specific measure)	My goal is to get our inventory level up and increase my turn rate from 12 to 15		
Goal Start Date:	8/2/2021	Goal End Date:	8/1/2022
First Check-in Date:	11/1/2021	Performance Objective:	12 with increase in inventory
Second Check-in Date:	2/1/2022	Performance Objective:	13
Third Check-in Date:	5/2/2022	Performance Objective:	14
Fourth Check-in Date:	8/1/2022	Performance Objective:	15
How does your goal align with the dealers' vision?	By increasing our turn all department in the store will see additional gross profit including parts and service.		
What are the potential benefits of achieving your goal?	Higher GROI and more gross profit for the used car department, and more gross profit for the parts and service departments with the increase in reconditioning volume.		
What are the potential consequences if you don't achieve your goal?	The biggest consequence if I can't reach my goal is that we will continue to leave money on the table that we should be making.		
Why is the goal	I want the used car department to reach its full potential so that the store		

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important to you?	can be as profitable as possible.
Potential Obstacles	Change is always hard. It will take some convincing for everyone to get behind the concept of selling more cars for slightly less profit.
Potential Solutions	The solution will be in show the team that more unit sold or an inventory turn increase will benefit everyone. We as managers also need to incentivise and encourage salespeople target the aged inventory so we can continue to replace them with new fresh inventory.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The obvious financial benefit would be an extra \$125- \$150k gross profit in the used car department per year. There will also be an increase in gross profit for the fixed departments with the increase in volume.

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
Price vehicles a bit more aggressively.	v-auto which we already have. No extra money needed just an adjustment in how we price.	Used car manager	Sell more vehicles. Increase turn and increase in gross profit.	This is something we've already started and will continue to stay on top of.
Assign an acquisition specialist to help acquire inventory.	Salary for this position	Used car manager	I expect by having someone solely responsible for acquiring new inventory that we will be able to stock more vehicles.	We have already talked to two people and are hoping to make a decision soon.
Sign up with KBB to be an instant cash offer dealer.	Small increase in what we are already paying KBB.	Used car manager	More opportunities to buy cars for the right money while avoiding auction fees.	We will start this as soon as possible once we assign an inventory acquisition

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				specialist.
Sign up with autotrader to be a used car buying center	Just a small increase in what we are already paying autotrader.	Used car manager	More opportunities to buy cars for the right money while avoiding auction fees.	We will start this as soon as possible once we assign an inventory acquisition specialist.
Once we have these last couple tools mentioned put in place we can really focus on buying the right low market day supply cars.	Zero additional dollars to buy the correct inventory.	Used car manager	By having the correct inventory we will be able to sell or turn our inventory at a much faster rate making more gross profit.	As soon as possible. We have already started stocking more non Fords and have had success doing so. We will continue to stay at this.
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.

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 will continue to work on acquiring the right inventory and pricing it as it should be. Pricing to the market is something I believe in and will continue to do to insure we don't get bogged down with aged inventory. I'm very excited about having an inventory acquisition specialist to help out with acquiring vehicles and I truly believe that the team will see the benefits immediately of turning our inventory faster.

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

I did discuss the idea of having someone other than the used car manager be responsible for acquiring inventory with the dealer. She seemed to think it would be a good idea as well to have an inventory acquisition specialist whose sole responsibility would be to work with the used car manager helping to stock the inventory that we have the highest chance to be successful.

Sponsor Signature: _____