



HOMWORK ACTION PLAN

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

Name TONY MICHIG Class # N379
 Dealership BUTTE TOYOTA Date 8/7/2021

Current Situation or Challenge to be Addressed:	PREOWNED TURN RATE		
Current Performance Level (include specific measure):	4.4 TURNS YEAR		
Goal (what do you want to achieve?)	TO IMPROVE MY TURN RATE		
Goal Performance Level (include specific measure)	MOVE THE USED DEPARTMENT FOR A 4.4 TURN RATE TO 9		
Goal Start Date:	9/1/2021	Goal End Date:	9/1/2022
First Check-in Date:	12/1/2021	Performance Objective:	2.25 TURNS
Second Check-in Date:	3/1/2022	Performance Objective:	4.5 TURNS
Third Check-in Date:	6/1/2022	Performance Objective:	6.75 TURNS
Fourth Check-in Date:	9/1/2022	Performance Objective:	9
How does your goal align with the dealers' vision?	TO IMPROVE NET PROFIT		
What are the potential benefits of achieving your goal?	INCREASE IN USED SALE- MORE TRADE-MORE FIXED OPPORTUNITY AND IMPROVED NET PROFIT LEADING TO INCREASED COMP FOR EVEYONE		
What are the potential consequences if you don't achieve your goal?	NO GROWTH IN SALES- POSSABLIY LOSING MARKET SHARE AND/OR JOB		
Why is the goal important to you?	TO IMPROVE OVERALL DEALERSHIP HEALTH		

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Potential Obstacles	MANAGERS NOT BUYING INTO LOWERING THE GROSS TO IMPROVE VOLUME
Potential Solutions	Click or tap here to enter text.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$3,084,744

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
PHOTO EVERY VEHICLE	DEDICATED PICTURE TAKER WITH QUALITY CAMERA	STEPHANIE HOUSTON	90% OF ALL RETAIL USED PICTURED	NOW, CONTINUOUS AND DAILY
PRICE VEHICLES ON THE INTERNET	DEALERS LINK	JERRY STRATTENGER	PRICES UPDATED DAILY	NOW, CONTINUOUS AND DAILY
ADD TRUE CALL TO ACTION ON VDP	IT DEPARTMENT	TAD DUGDALE/TAYLOR DENNIS	IMPROVED CLICK THROUGH AND MORE TIME ON SITE	NOW, CONTINUOUS AND DAILY
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.
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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.

WE WILL DEDICATE 5 MINUTES IN OUR WEEKLY MEETING AND REVIEW PHOTOS, PRICING AND OUR WEB PAGES.

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

I SPOKE WITH OUR TEAM THIS MORNING AND WHERE WE WERE, WHERE WE ARE CURRENTLY AND WHERE WE ARE GOING. I SHARED WITH MY MANAGERS THE RESULTS OF WHAT IMPROVING OUR TURN RATE DOES NOT ONLY FOR THE DEALERSHIP BUT FOR THEM AS WELL. THEY ARE EXCITED TO MOVE THE NEEDLE AND GROW OUR USED CAR BUSINESS.

Sponsor Signature: _____