



HOMWORK ACTION PLAN

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

Name Ramin Moteizadeh "Bobby Motti" Class # NADA 378
 Dealership Stevens Creek Hyundai Geneis Date 9/15/2021

Current Situation or Challenge to be Addressed:	Not having an online present of our F&I Department on our website and not follow up after sale by F&I managers to sell products		
Current Performance Level (include specific measure):	\$1087 per copy in F&I average gross		
Goal (what do you want to achieve?)	\$1500 per copy in F&I average gross		
Goal Performance Level (include specific measure)	<p>We will use our DMS to measure the F&I performance per item in our menu as well as cash vs finance deals. We will keep a very close eye on how the digital marketing of our products and the follow up will increase our backend penetrations.</p> <p>Currently we are sitting at \$1087. We will have the site updated with marketing video of the products that we have by 10/31/21 By 11/31/21 we will increase the average F&I gross to \$1200 By 12/31/21 we will increase the average F&I gross to \$1300 By 1/31/22 we will increase the average F&I gross to \$1400 By 2/28/22 we will increase the average F&I gross to \$1500</p>		
Goal Start Date:	9/30/2021	Goal End Date:	2/28/2022
First Check-in Date:	10/20/2021	Performance Objective:	To be on time to implement our online marketing videos and follow up process for F&I Dept
Second Check-in Date:	12/1/2021	Performance Objective:	Backend Ave gross at \$1200
Third Check-in Date:	1/1/2022	Performance Objective:	Backend Ave gross at \$1300
Fourth Check-in Date:	2/1/2022	Performance Objective:	Backend Ave gross at \$1400

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How does your goal align with the dealers' vision?	We can increase New vehicle gross by \$413 which will increase our bottom line in New Car Variables Sales 165k based on our numbers from Jan to July 2021
What are the potential benefits of achieving your goal?	Increase the Net Profit for the dealer, increase the F&I Managers Pay by performing better and producing more, customer retention from more sales of Service contract and maintenance contract. Increasing the bottom line for our self insurance F&I products. Being able to get more competitive when it comes to matching other dealer's sales prices and making the deal.
What are the potential consequences if you don't achieve your goal?	We can go backward if we don't keep on moving forward. Technology is improving every day and today customer is looking to do enough research before any purchase. We must provide our clients with enough research materials on our products before they get to our dealership. This will help us sell more products and retain our customers.
Why is the goal important to you?	Being a software engineer, it has always been my passion to be ahead of the game when it comes to technology and making sure we provide the best online experience for our customers.
Potential Obstacles	We might get a push back of our finance managers shying away from making our marketing videos.
Potential Solutions	Reaching out to our Product reps and using their company marketing videos as well as their help to do great product videos.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Based on our July financial statement, we can increase New car variable gross by \$165k. That will give us an increase of 20-30k gross in our Backend production 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
Start working on our marketing videos	Help of our finance managers, F&I Product reps, and	General Sales Manager	Have Marketing videos for all the products we present in finance	Start 10/1/2021 End 10/31/2021 Check points 10/1/21

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	marketing material of all the companies we work with		department to our customer to be ready to upload on our website	10/10/21 10/20/21 10/31/21
Follow up process for F&I managers to upsell after the sale is done	F&I Managers must take the time and follow the process, this will help them increase their backend ave gross	General Sales Manager, Finance Director	Every customer gets a follow up phone call from our Finance team the following day after purchase to make sure they have watched all the videos and information provided if they did not do before the purchase and to make sure we offer them a chance to purchase products that suits them the best	Start 10/1/2021 End 10/31/2021 Check points 10/1/21 10/10/21 10/20/21 10/31/21
F&I Department meeting to go over reports, Average grosses, and penet percentages	1 Hour every Monday	General Sales Manager, Finance Director	To make sure we are following the process and moving toward our goal	Every Monday at 2 p.m
Providing a Bonus pay plan that reflects our goal for our F&I Team	Dollars approved by GM	General Sales Manager, Finance Director	Help the team push toward our goal and collect the rewards	Every Monday at 2 p.m. to check on bonuses during our meeting
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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 update the videos every quarter, we will make sure if we have a new hire that their face and voice is introduced as well on our site, we will continue our F&I Meeting and training, as well as our Follow up process to assure we will reach our goal and keep moving up.

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

We will have a meeting with Dealer Principal, General Manager, General Sales Manaegr and Finance Director to go over all the details of our action plan.

Sponsor Signature: _____