



HOMWORK ACTION PLAN

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

Name Tyler Torres Class # N379
 Dealership EMPIRE FORD OF NEW BEDFORD Date 10/9/2021

Current Situation or Challenge to be Addressed:	Implement a process for digital retailing		
Current Performance Level (include specific measure):	Lead close rate at 2 percent due to lack of process		
Goal (what do you want to achieve?)	Boost closing rate to 14 percent by implementing an in depth process		
Goal Performance Level (include specific measure)	Performance level will be percentage point increase on closing lead source		
Goal Start Date:	11/1/2021	Goal End Date:	1/1/2022
First Check-in Date:	11/15/2021	Performance Objective:	Observe and ensure process is in place and working
Second Check-in Date:	11/30/2021	Performance Objective:	Verify first month results obtaining closing rate of 6%
Third Check-in Date:	12/15/2021	Performance Objective:	VERIFY RESULTS ARE STILL PN TRACK AND CLOSING AT 10%
Fourth Check-in Date:	12/31/2021	Performance Objective:	LEADS ARE CLOSING AT 14%
How does your goal align with the dealers' vision?	This goal aligns with dealervision as we are trying to ensure we are at the forefront of digital retailing and by putting this process in place it will allow us to scale it up if demand increases on the digital retailing side. Allowing us to capitalize on the opportunity		
What are the potential benefits of achieving your goal?	Increased gross, volume, increased csi and further development of sales associates assigned to the digital retailing program		

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What are the potential consequences if you don't achieve your goal?	Lose market share to other businesses that offer digital retailing lack of fluidity and being able to change with the times will effect others aspects of the business
Why is the goal important to you?	I feel as if it is very important to seize and utilize new technology to ensure we are always at the forefront of the business even if it may be uncomfortable at first this will ensure continued successes for us in the future !
Potential Obstacles	Adoption, sticking to the process, process getting derailed by managers who are not bought in to digital retailing
Potential Solutions	.Show the benefits of being able to pick up extra deals that we wouldn't have seen if we didn't utilize digital retailing. Show employees that this will help develop them for prospective management possitions
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Increasing our closing ratio based on the amount of leads we receive monthly would increase our leads closed from 1.8 to 12.6 units per month. This will be a net increase of 10.8 units per month at an average front and back gross inc doc of 5156.54 this would bring an additional 55690.63 dollars monthly or an additional 668287.58 yearly

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
Identify personnel and Implement process	Sales personell digital retailing tool Management team	Digital retailing management team Sales person General manager Bdc	Process will take some getting used to however it will be implemented with everyone getting comfortable in there areas of responsibiliy	11/1/2021-11/8/2021
ONGOING TRAINING	DIGITAL RETAILING REP DIGITAL	GM GSM FINANCE	WELL ROUNDED TEAM VERSED IN DIGITAL	11/8-11/15

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
	RETAILING TEAM	MANAGER SALES TEAM	RETAILING	
CHECK PROGRESS	VINSOLUTIONS AUTO FI DIGITAL TEAM	GM BDC GSM SALES TEAM	CLOSING PERCENTAGE WILL INCREASE AND BE ABOUT HALFWAY TO OUR GOAL	11/30-12/15
CHANGES	IVINSOLUTIONS AUTO FI DIGITAL TEAM	GM BDC GSM SALES TEAM	IDENTIFY ANY PINCHPOINTS IN THE PROCESS AND ADJUST AS NEEDED	12/15-12/30
INSPECT END RESULTS	VINSOLUTIONS AUTO FI	GM GSM SALES TEAM	ENSURE WE ARE AT THE REQUIRED 14 PERCENT CLOSING RATIO MONITOR WEEKLY	12-30-----
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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.

BY MONITORING THE PROCESS AND TEAM WEEKLY WE CAN CATCH ISSUES OR BAD HABITS ARISING EARLY AND REDIRECT THEM BACK TO THE DESIRED PROCESS TO PRODUCE THE DESIRED OUTCOME

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

MET WITH THE INDIVIDUALS SELECTED TO HEAD THE EFFORT MAKE SURE THEY HAD INTEREST IN MAKING IT SUCCESSFUL SHOW THEM THE PATH TO MANAGEMENT AND ADDED EXPERIENCE TAKING THIS ON AND GUIDE THEM ALONG THE PATH TO ENSURE SUCCESS

Sponsor Signature: _____