



# HOMWORK ACTION PLAN

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

Name Rob Dell Class # N380  
 Dealership Bob Ruth Ford Date 10/26/2021

Current Situation or Challenge to be Addressed:	Increase Net to Sales percentage from 1.04% to 5%		
Current Performance Level (include specific measure):	At the end of August 2021 YTD Net to Sales stands at 1.04%		
Goal (what do you want to achieve?)	Goal to achieve 5% Net to Sales by 8/31/2022		
Goal Performance Level (include specific measure)	Click or tap here to enter text.		
Goal Start Date:	10/26/2021	Goal End Date:	8/31/2022
First Check-in Date:	12/31/2021	Performance Objective:	Achieve 2% Net to Sales
Second Check-in Date:	3/31/2022	Performance Objective:	Achieve 3% Net to Sales
Third Check-in Date:	6/30/2022	Performance Objective:	Achieve 4% Net to Sales
Fourth Check-in Date:	8/31/2022	Performance Objective:	Achieve 5% Net to Sales
How does your goal align with the dealers' vision?	Yes, this goal aligns with our dealers vision. To achieve greater profitability, which will allow us to scale the company and grow the organization.		
What are the potential benefits of achieving your goal?	Achiving 5% Net to Sales will allow for additional growth of the company. It will opening up additional opportunities for employees as well as for the company. Hitting this goal will also keep the companies financial health growing and less exposed to market changes or conditions.		
What are the potential consequences if you don't achieve your goal?	Not hitting this goal would put the company as risk if there are any market condition changes or swings and will not allow the company to grow and become financiallu healthy.		

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Why is the goal important to you?	This goal is important to me as the financial health of the company is imperative to exist. We have plans to continue to scale the company up in size and profitability is imperative.
Potential Obstacles	Lack of focus, lack of accountability, market conditions changes, government, inventory levels/availability.
Potential Solutions	Expense control is our biggest opportunity to have an immediate impact on this number. We will review all of spending monthly, review all vendor contracts, and advertising spend. Review gross per employee metrics monthly. Set clearly defined targets for all productive employees and put accountability metrics in place to ensure we hit all gross targets in all departments.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	Through August of 2021 we have \$73,765,535 in YTD sales. At 1.04% Net to sales that puts our YTD profit at \$768,268. Once we achieve 5% Net to Sales even based on the same Sales dollars that would increase the YTD profit to \$3,688,277. Currently for 2021 we are on pace to have a net profit of \$1,152,408. If we would have been able to achieve 5% net to sales this year it would have resulted in a net profit of \$5,532,420 or a \$4,380,012 increase to the dealerships net profit.

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
Review advertising spend	Advertising Budget/Invoices, Advertising ROI Report	VP, CFO	Have advertising come down to close to BOC of NADA guide	Start 11/1/2021 End date is never, checkpoints every month.
Review gross profit targets for all departments	Financial Statement, Commission reports	VP, CFO, Department Heads	Ensure we are hitting all gross profit targets or percentages	Start 11/1/2021 End date is never, checkpoints every week.
Review employee performance and gross per employee targets	Financial Statement, Monthly department	VP, CFO, Department Heads	To ensure all productive employees are meeting or	Start 11/1/2021 End date is never, checkpoints every week.

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	performance tracking sheets		exceeding production targets set.	
Reduce floor plan cost	Financial Statement, Floor Plan Audit	VP, CFO, GSM, Finance Director	Work with capative to hit targets that will lower our floor plan incentives	Start 11/1/2021 End date is never, checkpoints biweekly.
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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.

Review this metric monthly with entire management staff and show them the financial and professional benefit to them once the company achieves these goals. Make sure we continue to hold all staff accountable to hit their production metrics. Review the financial statement with all department managers monthly and look for areas of opportunities to improve. Review all vendor contracts or spends monthly as well as reviewing and controlling our advertising budget monthly to keep under control.

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

Review and explain this action plan with all department heads. Have a month end financial statement review monthly with all department heads to ensure we are on pace to hit our targets set. Continue to hold all departments accountable to hit targets set.



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Sponsor Signature: \_\_\_\_\_