



HOMEWORK ACTION PLAN

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

Name <u>Michael Ianelli</u>	Class # <u>N379</u>
Dealership <u>Toyota City</u>	Date <u>Use Dropdown to enter a date.</u>

Current Situation or Challenge to be Addressed:	Inventory shortages make us have the need to increase gross profits		
Current Performance Level (include specific measure):	2208		
Goal (what do you want to achieve?)	We would like to increase gross profit per new unit.		
Goal Performance Level (include specific measure)	3500		
Goal Start Date:	10/29/2021	Goal End Date:	1/1/2022
First Check-in Date:	11/20/2021	Performance Objective:	2500
Second Check-in Date:	11/29/2021	Performance Objective:	3000
Third Check-in Date:	12/18/2021	Performance Objective:	3250
Fourth Check-in Date:	12/31/2021	Performance Objective:	3500
How does your goal align with the dealers' vision?	It does not have an impact on our dealers vision. We feel that we can continue to be who we are and run business as normal while also increasing gross per unit.		
What are the potential benefits of achieving your goal?	By increasing the gross per unit we feel as if we will be recouperating the required money to make up for the lacck of volume.		
What are the potential consequences if you don't achieve your goal?	If we do not then we will be short of the goals that we set upon ourselves as well as the goals that the owner has set upon us.		
Why is the goal	It is importanto because we must hit acertain mark as a business in order		

HOMEWORK ACTION PLAN

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

important to you?	to properly do our jobs.
Potential Obstacles	Customer pushback to an increase in price of the vehicles in comparison to their last purchase.
Potential Solutions	Potential customer trade ins that are also worth more than normal can provide extra equity to help mediate the increase for the customer.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	By increasing from \$2208 per unit @ 482 units (\$1064256) to \$3500 @ same units,482, we will increase gross to (\$1687000)

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
Add equipment to cars in order to gain gross.	Parts department and optional add ons	Sales managers, parts managers	More equipment will provide more gross	Same checkpoint dates as above
Explain to customers reason for price increase	n/a	Salespeople, sales managers	More susceptible to increase in price / payment	Same checkpoint dates as above
Reduce number of discounts or stop discounting altogether	n/a	Sales Managers	Less discounts will bring more gross	Same checkpoint dates as above
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.
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.

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
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.

Continue to follow the same practices that we are following. Weekly checkups, managers held accountable.

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

Weekly sales meetings to go over where we stand in relations to our goal

Sponsor Signature: _____