



HOMEWORK ACTION PLAN

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

Name <u>Peter Spitzer</u>	Class # <u>Tuesday Nights</u>
Dealership <u>Ron Dupratt Ford</u>	Date <u>11/24/2021</u>

Current Situation or Challenge to be Addressed:	Our store for years have sold a car in an average of about 60 days. This is very slow moving inventory for a few reasons.		
Current Performance Level (include specific measure):	7.1 turns a year		
Goal (what do you want to achieve?)	We need to adjust processes to get our vehicles moving closer to 45 days average		
Goal Performance Level (include specific measure)	9 turns a year		
Goal Start Date:	12/1/2021	Goal End Date:	4/30/2022
First Check-in Date:	1/1/2022	Performance Objective:	7.5 turns
Second Check-in Date:	2/1/2022	Performance Objective:	8 turns
Third Check-in Date:	3/1/2022	Performance Objective:	8.5 turns
Fourth Check-in Date:	4/1/2022	Performance Objective:	9 turns
How does your goal align with the dealers' vision?	In the eyes of the owner/GM it aligns well. The sales department managers have been wanting this to happen for years. The biggest struggle we will face is getting the service department to change their ways.		
What are the potential benefits of achieving your goal?	Cashflow will increase dramatically and we will have fresh inventory on the ground constantly. By selling these vehicles about 25% faster we could sell an additional 150 used vehicles a year.		
What are the potential consequences if you don't achieve your goal?	If we do not make this change while the market is in our favor we will be in a bad place again when everything levels out.		

HOMEWORK ACTION PLAN

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

Why is the goal important to you?	The goal is important to me so we can create a long lived used vehicles sales process for both of our stores and capture the market share that we deserve.
Potential Obstacles	Service department
Potential Solutions	Need to keepo the GM/owner involved the whole time.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$2,500 a unit X 150 units a year = \$375,000

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
Dedicate 2 used car techs and have them work weekends so they can utilize multiple lifts	Hiring/ schedule change	Service manager/ GM	Faster recon timing	12/1
Slightly more aggressive pricing schedule	none	GSM	More attention online faster with better pricng	12/1
Hire 2 used car buyers	Finding people	GSM	Acquiring better quality cars for lower amounts	12/1 start and needs to be done by 2/1
Bonus payplan for service writer on used cars so customer vehicles do not always take priority	Payplan adjustment	Service manager	Faster recon	12/1
Increase internet	none	Marketing	Better visibility	12/1

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
marketing spend by 10%		Manager	online	
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.

Need to specifically show all memebtrs of the team how these new processes and actions financialy benefit them and also how it benefits the store they love

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

Meeting with GM 11/29 to discuss plan and have a big meeting with managers to attack action items on 12/1

Sponsor Signature: _____