



HOMEWORK ACTION PLAN

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

Name ALEX MARCOUX Class # N 384

Dealership BETTEN BAKER CHEVY BUICK GMC OF ALMA Date 12/1/2021

Current Situation or Challenge to be Addressed:	Inventory Turn Rate		
Current Performance Level (include specific measure):	Currently turning inventory 9X per year		
Goal (what do you want to achieve?):	Goal of 10X inventory turn by end of 2022		
Goal Performance Level (include specific measure)	Additional 10 units sold per month (45)		
Goal Start Date:	1/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	3/31/2022	Performance Objective:	135 units sold YTD
Second Check-in Date:	6/30/2022	Performance Objective:	270 units sold YTD
Third Check-in Date:	9/30/2022	Performance Objective:	405 units sold YTD
Fourth Check-in Date:	12/31/2022	Performance Objective:	540 units sold YTD
How does your goal align with the dealers' vision?	Our goal aligns with dealer's vision by driving more traffic and increasing profitability for multiple departments.		
What are the potential benefits of achieving your goal?	Increased annual profitability of \$1,599,763. Better pay for employees due to volume increase. Additional profit for Service/Parts departments during reconditioning process.		
What are the potential consequences if you don't achieve your goal?	Aged inventory, more floorplan interest paid, greater exposure to volatile conditions in the current used car market		
Why is the goal important to you?	We've been sloppy in our inventory acquisition which in turn has caused our MDS and average days to sale to be 45+ days. By focusing on inventory turn, we will be more focused on sourcing inventory that is more specific to our local market.		
Potential Obstacles	Sourcing enough good inventory to support an additional 10 units/month		
Potential Solutions	Seek alternative methods of sourcing inventory. Service Lane, assisted living, CRM data etc		

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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Yearly F&I Increase \$181,200, Recon increase \$27,963, Hard Pack increase \$144,000 Other Increase \$27,600 Total Projected Gross (Variance + Current) \$1,599,763
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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
Implement 72 hour recon time (currently at 8-10 days avg)	Spreadsheet with accurate data. Daily meetings with Service	General Manager, Sales Manager, Service Manager	Vehicles front line ready and properly marketed quicker	1/1/21 - 12/31/22 Monitor Daily
Implement pricing strategy based on % to market	First Look by Max Digital	Sales Manager	Highest profit potential first 20 days, mark down from there	12/1/2021 - 12/31/22 Monitor Daily and weekly
Wholesale undesirable inventory (brown bananas)	Intercompany auction, Smart Auction, Wholesalers	Sales Manager	Reduce risk of aged vehicles that aren't right for our market	12/1/2021 - 12/31/22 Monitor Daily and weekly
Create bonus program for salespeople to purchase cars	Social Media, Service Lane, Local Assisted Living Facility, etc.	Sales Manager	Cheaper acquisition cost	1/1/2022 - 12/31/22 Monitor Weekly & Monthly
Monitor & stock "in-demand" inventory in our local market	Max Digital has a tool that allows us to see in demand inventory	Sales Manager	Will stock cars that are more desirable and will turn quicker	12/1/21 - 12/31/22 Monitor Weekly & Monthly
Lower front end average by \$343	Max Digital, CRM desking tool	Sales Manager	Pricing more aggressively will create more turns	1/1/22 - 12/31/22
Work with Service Dept. to solicit buying vehicles from service customers	"In need of" board placed in service lounge, purchase offers attached to Ros	Sales Manager	Will acquire inventory that already has MPVI info. Get at a cheaper cost since customers weren't already in market shopping their trade around	12/8/21 - 12/31/22 Monitor Daily

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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.

I will have weekly meetings with our Used Car Manager to discuss aging inventory, profitability, and pricing strategy.
There will be written pricing strategies based on MDS and % to market. I will monitor our aging buckets and use this as a guide to ensure it is being followed.
Daily and weekly meetings with Service Manager to ensure 72 hour recon time on all used cars
Implement shareable Google Sheet spreadsheet that will help all dept. Managers track vehicles in recon and will allow us to work together to get them through the process.

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

Will meet with Used Car Manager throughout the month of Dec. 2021 to make sure he fully understands the new strategy and is comfortable with the systems that we are putting in place. We will roll out the new process in Jan 2022.

Sponsor Signature: