



HOMEWORK ACTION PLAN

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

Name <u>Garry Keyser</u>	Class #	<u>N384</u>
Dealership <u>LBSmith Ford Lincoln</u>	Date	<u>12/6/2021</u>

Current Situation or Challenge to be Addressed:	Communication between sales manager and digital marketing manager		
Current Performance Level (include specific measure):	Currently our turn is 10.4		
Goal (what do you want to achieve?)	My goal is to atleast maintain this turn and or decrease our turn but to make our team start to think about pricing vehicles differently through out the process. Communication with marketing manager on SDP and VDP info could create a more aggrissive pricing stratagey.		
Goal Performance Level (include specific measure)	This is hard to measure cause it ids based on communication.		
Goal Start Date:	1/1/2022	Goal End Date:	3/31/2022
First Check-in Date:	1/10/2022	Performance Objective:	Conversation with all parties when pricing new trades and old inventory
Second Check-in Date:	1/24/2022	Performance Objective:	Moving my digital marketing manager from upstairs down to floor if communication is lacking.
Third Check-in Date:	2/7/2022	Performance Objective:	Looking at turn after first month
Fourth Check-in Date:	3/7/2022	Performance Objective:	Reviewing turn and processes
How does your goal align with the dealers' vision?	When speaking with the dealer he is always willing to help or change if the area can be improved. My case study team thought this area was lacking and so did I as I tried to get info for them.		
What are the potential benefits of achieving	I think our turn will improve as well as the communication		

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your goal?	
What are the potential consequences if you don't achieve your goal?	The down side is everyone will keep doing what they do which isnt a bad thing when you look at the turn.
Why is the goal important to you?	This is important to me cause as I felt lost during my case study when trying to get answers that involved both parties.
Potential Obstacles	"THIS IS HOW WE ALWAYS DO IT "
Potential Solutions	Being the squeaky wheel and pestering everyone will be the solution
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Hard to put a financial tie to this. My example is the BANANA example when pricing vehicles. Just cause it is here so many days , don't give it away. A "Hot" vehicle might be priced different instead of just selling it to move it.

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
Monday morning meetings including marketing manager	Data from leads	Digital marketing manager	Pricing strategy communication	1/1/22 3/31/22
Monday morning meetings	Data from auctions	Sales managers	Pricing strategy communication	1/1/22 3/31/22
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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.

Our Monday morning meeting we have EVERY Monday this will now be a topic the digital marketing manager goes over.

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

Will be sitting with marketing manager once a week till 1/22/21. We need to all be involved in the marketing so we can all discuss.

Sponsor Signature: _____