



## HOMEWORK ACTION PLAN

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

Name ONDRA CALVERT Class # 383B  
 Dealership RUSTY WALLIS HONDA Date 12/21/2021

|   |  |                        |   |
|---|--|------------------------|---|
| Current Situation or Challenge to be Addressed:                     | We need to address our cost to market as well as average day supply vehicles.  |                        |   |
| Current Performance Level (include specific measure):               | Averaging 104% cost to market with 26% percent of our vehicles over 60 days  |                        |   |
| Goal (what do you want to achieve?)                                 | Get cost to market down to 95 percent and all vehicles under 45 days of age  |                        |   |
| Goal Performance Level (include specific measure)                   | We are paying much closer attention of how we are buying vehicles, how quickly transport get them here and how long they are in recon. |                        |   |
| Goal Start Date:  | 12/22/2021   | Goal End Date:         | 1/31/2022                                   |
| First Check-in Date:  | 12/27/2021   | Performance Objective: | 100% percent cost to market                 |
| Second Check-in Date:   | 1/3/2022   | Performance Objective: | 95% percent cost to market                  |
| Third Check-in Date:  | 1/10/2022  | Performance Objective: | 45 average day supply vehicles              |
| Fourth Check-in Date:   | 1/17/2022  | Performance Objective: | 95% cost to market on all vehicles in stock |
| How does your goal align with the dealers' vision?                  | We are currently at 9.9 turn time which our vision is to turn every 30 days so this will help us achieve that.                         |                        |   |
| What are the potential benefits of achieving your goal?             | Much more cash flow for both fixed and variable departments  |                        |   |
| What are the potential consequences if you don't achieve your goal? | We will continue to have old age vehicles, slow turn and profit loss   |                        |   |
| Why is the goal important to you?                                   | Increase net profit and happier staff  |                        |   |
| Potential Obstacles   | Mindset of turn versus gross   |                        |   |
| Potential Solutions   | Weekly progress meetings   |                        |   |



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| BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) | According to our turn analysis we could profit 3,000,000 per year in the used department. |
|---|---|

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  |
|--|----------------------------------|---|--------------------------------------|---|
| Purchase high demand vehicles with low day supply at the right price | Vauto                            | Used manager  | Faster turn time with higher grosses | December 22nd - January 31st...Monday and Wednesday meetings addressing inventory |
| Decrease transport time  | Porter and transport company     | Porter and used manager                             | Decrease transport time              | December 22nd-January 31st...create spreadsheet                                   |
| Decrease recon time from 8 days to 5 day                             | Vauto                            | Service director, internal advisor and used manager | Reduce to 5 days                     | December 27th - January 31st...meetings on Tuesday and Thursday                   |
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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.



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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.

We will have weekly meetings even after we reach our desired goals. In fact, we will create a continuous development program allowing everyone to have a goal to reach.

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

We have already scheduled weekly meetings with our owner making sure we improve this.

Sponsor Signature: