



HOMWORK ACTION PLAN

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

Name Kelly Culbertson Class # N-383
 Dealership Bob-Boyd Lincoln Date 1/30/2022

Current Situation or Challenge to be Addressed:	X Acquiring more vehicles through the Kelley Blue Book Instant Cash Offer Program		
Current Performance Level (include specific measure):	Right now, we are acquiring 17 Kelley Blue Book Instant Cash Offer vehicles per month over the last 6 months.		
Goal (what do you want to achieve?)	The goal of our used car department is to acquire more Kelley Blue Book vehicles so we can sell more, whether it is to a client or wholesale.		
Goal Performance Level (include specific measure)	Our goal is to acquire 30 or more vehicles per month.		
Goal Start Date:	2/1/2022	Goal End Date:	2/28/2022
First Check-in Date:	2/7/2022	Performance Objective:	5 vehicles
Second Check-in Date:	2/14/2022	Performance Objective:	10 vehicles
Third Check-in Date:	2/21/2022	Performance Objective:	20 vehicles
Fourth Check-in Date:	1/31/2022	Performance Objective:	30 vehicles
How does your goal align with the dealers' vision?	Our goal aligns with our veision because in order to acquire more clients, we need to acquire more vehicles to sell them.		
What are the potential benefits of achieving your goal?	Benefits would be turning more inventory, more gross opportunities, and gaining more clients (possible repeats).		
What are the potential consequences if you don't achieve your goal?	We continue with the same sales numbers knowing we have the ability to do more.		
Why is the goal	The goail is important because we know we have the ability to acquire		

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important to you?	more vehicles which will create more sales, more gross opportunities, and lead to more clients.
Potential Obstacles	Not every Cash offer the client receives online is accurate because they don't put in the exact details (blemishes) or issues that their vehicle has.
Potential Solutions	We will need to confirm everything on their vehicle and explain why their updated cash offer should make sense to the client. We also need to consider going over the cash offer price depending on what it is being sold for and that vehicles day supply is.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	If we acquire 30 vehicles per month, then we are potentially looking at \$50k-\$60k more gross on the front end.

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
Sales person reach out to client	Use CRM	Sales Person	More client bringing in their vehicles	Feb 1-Feb 28
Sales Manager inspect vehicle	MMR, Autoniq, KBB	Sales Manager	More accuracy on KBB vehicle cash offer	Feb 1-Feb 28
Be clear with client	Talking skills	Sales Manager	Client comfortable selling car	Feb 1-Feb 28
Know process on giving check	CDK	Sales Manager/Sales Person	Client enjoys the quick process.	Feb 1-Feb 28
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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.

We need to have one manager continue to hold everyone accountable so they can make this process a habit.

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

We have had very brief talks about the KBB program. We need to have a 5-10 minute meeting twice a month about the KBB program, the process, and the benefits of KBB ICO.

Sponsor Signature: _____