



HOMEWORK ACTION PLAN

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

Name <u>AL ALBIK</u>	Class	# <u>N383B</u>
Dealership <u>LYNNE'S NISSAN</u>	Date	<u>2/1/2022</u>

Current Situation or Challenge to be Addressed:	The challenge is not having new car inventory to fulfill the amount of leads that we are receiving.		
Current Performance Level (include specific measure):	Our current closing percentage is 7.6 % based on 711 leads. We have stepped away from our normal heavy advertising due to a shortage of vehicles		
Goal (what do you want to achieve?)	Looking to achieve a higher closing percentage based on NADA average of 12%		
Goal Performance Level (include specific measure)	Our goal will be as follows Feb. 8.6% Mar. 9.5% Apr.10.5% May. 12.0%		
Goal Start Date:	2/1/2022	Goal End Date:	6/30/2022
First Check-in Date:	2/28/2022	Performance Objective:	8.6 % closing ratio leads to sold unit
Second Check-in Date:	3/31/2022	Performance Objective:	9.5 % closing ratio leads to sold unit
Third Check-in Date:	4/30/2022	Performance Objective:	10.50 % closing ratio leads to sold unit
Fourth Check-in Date:	5/31/2022	Performance Objective:	12.00% closing ratio leads to sold unit
How does your goal align with the dealers' vision?	The goal is to not waste dealer advertising dollars, we need to handle our leads in a proper manner and provide training to our bdc staff. The goal is not to spend more, it is to maximize opportunities.		
What are the potential benefits of achieving your goal?	More car sales, Increase gross profit, higher net profit		
What are the potential	Spending more on advertising with less ROI that would lead to bad net		

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consequences if you don't achieve your goal?	profit
Why is the goal important to you?	The BDC department is the most valuable department in the sales department.
Potential Obstacles	New car inventory, BDC reps not adhering to attending training
Potential Solutions	Sell from an inbound list, provide weekly BDC training
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	<p>The bottom line is if we double our closing ratio it will mean a higher income in gross profit</p> <p>Current sold 48 cars for January \$145325 an average of \$3027.61 If we close 12% of the leads it would mean an additional \$145325 on average in gross income for January</p>

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
Monthly calls and training with CRM company	Vin Solutions	BDC, BDC Agents Desk Managers	Increase showroom opportunities and maximize ROI	Start 2/1 - 2/28 Checkpoint 2/15
BDC Training	Level Up Consulting	BDC Agents, BDC Manager, Desk Managers	Increase productivity and lead handling objectives	Start 2/1 - 6/30 Checkpoint Monthly
Lead Sourcing Accuracy	Vin Solutions	BDC Agents, BDC Manager, Sales Reps	Accurate lead sourcing to track ROI	Start 2/1 - 6/30 Checkpoint Monthly
Setting BDC benchmark expectations	Vin Solutions Reporting/monthly goals	BDC Agents, BDC Managers	Higher lead contacted rate, appointment rate, sold rate	Start 2/1 - 6/30 Checkpoint Monthly

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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.

Holding managers accountable and communication monthly is key. Once we reach expectations, keeping the bar high will be required by our teams. Meeting with each team and goal setting will be critical to our success moving forward.

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

First scheduled meeting occurred on 2/1 and weekly thereafter.

Sponsor Signature: _____