



## HOMEWORK ACTION PLAN

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

Name Mike Yates and Jeffrey Defonseka Class # N383B and N385

Dealership BMW of Bridgewater Date 2/12/2022

Current Situation or Challenge to be Addressed:	Internet Lead Conversion.		
Current Performance Level (include specific measure):	December rolling 12 month lead conversion is 9.6%		
Goal (what do you want to achieve?)	Increase the lead conversion to manufacturer level		
Goal Performance Level (include specific measure)	BMW specific 14.5%		
Goal Start Date:	2/14/2022	Goal End Date:	12/31/2022
First Check-in Date:	4/20/2022	Performance Objective:	9.6% to 11.0%
Second Check-in Date:	6/20/2022	Performance Objective:	11% to 11.5%
Third Check-in Date:	8/20/2022	Performance Objective:	11.5% to 12.5%
Fourth Check-in Date:	10/20/2022	Performance Objective:	12.5% to 13.5%
How does your goal align with the dealers' vision?	Increased revenue to the dealership and to be within manufacturer guidelines		
What are the potential benefits of achieving your goal?	1) Increase market share 2) Increase sales 3) More trades for used car 4) Increase in recon work for service and parts		
What are the potential consequences if you don't achieve your goal?	Can not achieve BMW Center of excellence. Reduced revenue.		
Why is the goal important to you?	Currently we are last place in the market of 9 BMW centers		
Potential Obstacles	Personel and training.		
Potential Solutions	Outside training. Deloitte onboarded in March. Instore for 2 days. Jeniffer Suzuki Training		

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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$281380 Incremental sales average PVR calculated at each check in date. (See attached Document)
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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
Hire Deloitte for in dealership training	Dedicate sales personal time	William Hamilton	Increased lead conversion	04/20, 06/20, 08/20, 10,20
Revise auto responder including video	Vin Solutions & Youtube / Jared Shepard	Mike Yates and Jeff Defonseka	Better engagement from potential internet customers	02/14 to 02/18
Add Chat feature to our website	Dealer.com / Aubrey	Mike Yates and Jeff Defonseka	Reduce number of non sales leads	02/14 to 02/18
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

Continued in house training on lead conversion and answering customer questions to promote consistency and continued success.
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Describe any planning or implementation meetings conducted as part of development of your plan.

Deloitte has already been contracted to start in March. Check in on lead conversion every Friday in our social media meeting with William Hamilton.

Sponsor Signature: \_\_\_\_\_