



## HOMEWORK ACTION PLAN

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

Name <u>Daniela Brand</u>	Class #	Click or tap here to enter text.
Dealership <u>Nalley Lexus Roswell</u>	Date	<u>3/1/2022</u>

Current Situation or Challenge to be Addressed:	Feb. PVR is lower than it should be in used cars.		
Current Performance Level (include specific measure):	PVR \$1,885 for the month of Feb.		
Goal (what do you want to achieve?)	We want to raise the current PVR to \$3,000		
Goal Performance Level (include specific measure)	PVR increased in 19 days from \$1,885 to \$2,836.		
Goal Start Date:	3/1/2022	Goal End Date:	4/30/2022
First Check-in Date:	3/7/2022	Performance Objective:	Increased PVR
Second Check-in Date:	3/14/2022	Performance Objective:	Increased PVR
Third Check-in Date:	3/21/2022	Performance Objective:	Increased PVR
Fourth Check-in Date:	3/28/2022	Performance Objective:	We're close to meeting the objective. We're only \$164 away!
How does your goal align with the dealers' vision?	The dealers vision was to increase the used car PVR to \$3,000. My goal was to help execute a plan to achieve this goal.		
What are the potential benefits of achieving your goal?	The potential benefits include maximizing the gross potential for our used car dept.		
What are the potential consequences if you don't achieve your goal?	The potential consequences may result in job loss.		

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Why is the goal important to you?	It is imperative that we achieve this goal so that we may maximize our gross potential and further contribute to the bottom line.
Potential Obstacles	Underestimating Recon cost and over-appraising
Potential Solutions	Limit the appraisals to specific managers. Revisit all appraisals daily during the manager meeting.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	By adding \$1,115 to our PVR, the potential is to add over \$160k to the bottom line!

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
Limit appraisals to specific managers.	A cohesive team that is able to appraise a vehicle properly.	Myself, Used Car Director, Used Car Sales Manager	To have all appraisers on the same page.	March 1, 2022 March 12, 2022 March 21, 2022 April 1, 2022
Follow the metrics of v-auto the way it was intended to be utilized	Constant observation of day supply, price to market, and cost to market, as well as turn rate.	Myself, Used Car Director, Used Car Sales Manager	To increase profitability	March 1, 2022 Daily checkpoint April 1, 2022
Go over previous days appraisals during daily mgr.meeting	v-auto, manager participation	Myself, Used Car Director, Used Car Sales Manager, GM, desk managers.	To capture as many used cars as we can....leaving no stone unturned	March 1, 2022 Daily checkpoint April 1, 2022

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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 will be relentless in our pursuit to value trades correctly the first time. This has already become a daily habit. We cannot afford to fall back into previous habits as this will cost us in sales and profit.

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

We have come up with a strategy as a management team that has served us well. It is important that we have our finger on the pulse at all times. We observe the market as it changes daily. It is imperative that we be able to grow and pivot as necessary as a team.

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