



## HOMEWORK ACTION PLAN

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

Name Rigoberto Guevara Class # 386/389

Dealership Toyota of Cedar Park Date 4/13/2022

Current Situation or Challenge to be Addressed:	Increase total look to book from 46% to 60%.		
Current Performance Level (include specific measure):	46%		
Goal (what do you want to achieve?):	60%		
Goal Performance Level (include specific measure)	60%		
Goal Start Date:	4/1/2022	Goal End Date:	6/1/2022
First Check-in Date:	4/4/2022	Performance Objective:	60%
Second Check-in Date:	4/18/2022	Performance Objective:	60%
Third Check-in Date:	5/2/2022	Performance Objective:	60%
Fourth Check-in Date:	5/16/2022	Performance Objective:	60%
How does your goal align with the dealers' vision?	My goal aligns with 100% with the dealers vision. Inventory acquisition is at the forefront of our business plan.		
What are the potential benefits of achieving your goal?	Profitability for fixed and variable. Trades bring an average of \$2,000.00 more profit per unit.		
What are the potential consequences if you don't achieve your goal?	Gross and volume will remain stagnant.		
Why is the goal important to you?	It is important because I understand the positive impact it will have to everyone in my team.		
Potential Obstacles	Managers and Salespeople not buying into the program.		
Potential Solutions	Create a culture that talks about the program all the time. No customer with a trade leaves without 2 managers looking at the trade before the customer leaves.		

## HOMEWORK ACTION PLAN

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

<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	On average a 14% increase will yield 140 more cars monthly at an average of \$4,000.00 front and back per unit totaling \$560,000.00 not counting reconditioning.
--	---

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
Have multiple eyes on deals with trades.	Desk managers and buyers.	Entire used car desk including myself.	Capture more trades and make more deals.	4/1/2022-Infinity
Train towards asking for the trade every time.	Sales staff.	All management including team leads.	Capture more trades and make more deals.	4/1/2022 - Infinity
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.
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.

We are blessed having a culture of accountability like no other. Once we hit a goal we maintain it when we see the positive results.

## HOMWORK ACTION PLAN

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

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

Every meeting will have trade talk involved and will spiff towards it as well.

Sponsor Signature.

