



HOMEWORK ACTION PLAN

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

Name <u>Cesar Ramos</u>	Class # <u>N388</u>
Dealership <u>Acura of Alhambra</u>	Date <u>4/13/2022</u>

Current Situation or Challenge to be Addressed:	Low inventory and sales of non Acura used cars.		
Current Performance Level (include specific measure):	42% non acura used sold and 35 average total used sold per month! To low. Sales Log used to measure		
Goal (what do you want to achieve?)	60% non franchise make sold and 50+ average total used sold per month.		
Goal Performance Level (include specific measure)	Pre owned sales log will be used to track this Goal.		
Goal Start Date:	4/15/2022	Goal End Date:	7/31/2022
First Check-in Date:	4/30/2022	Performance Objective:	To aquire and raise our non acura inventory from average 18 to 30+
Second Check-in Date:	5/15/2022	Performance Objective:	To have 30 + used non acura in stock and track 45 + used total sales
Third Check-in Date:	5/31/2022	Performance Objective:	Finish month with 75+ total used in stock and 45+ total used sales
Fourth Check-in Date:	6/31/2022	Performance Objective:	Have and average 80+ used in stock with consistant 50 + sold
How does your goal align with the dealers' vision?	The goal increases sales and new customer opportunity wich gives us more chance to fulfill and expose our promise of great EXPERIENCE. Saving our customer as much time as money! Extending that promise beyond Acura new car sales.		
What are the potential	Increase in sales volume, gross, work flow and store momentum. Obtain		

HOMEWORK ACTION PLAN

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

benefits of achieving your goal?	wider and new customer base giving us more opportunity to grow and prosper.
What are the potential consequences if you don't achieve your goal?	Low volume sales leading to less action for staff and missed opportunities for growth in our market. Lost opportunity to acquire new customers through NON Acura brands, who can become future Acura customers.
Why is the goal important to you?	It's important to show and acquire the max store potential all the while having a clean, fun and upbeat environment. This is very achievable through more units sold as it helps all aspects of our dealership departments.
Potential Obstacles	Acquiring used cars and turn around time with tech shortage.
Potential Solutions	Put aggressive spiffs for staff by paying when a unit is bought privately. Increase advertisement \$\$ and focus in marketing to acquisition of used car purchases.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	With our current PUVR an increase in just 15 + units per month can help us gain 65k + in gross monthly and potential \$780,000 in a year! All this without even mentioning Service impact :)

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
Creating spiffs for private purchases.	All employees can participate and qualify for spiffs. If they bring in or refer a purchase.	GM SALES MGR USED CAR MGR	To acquire 10+ units per month from staff acquisition or referrals.	4/15 - 6/30 - 5/31
Acquisition Marketing	Facebook Ads Instagram Ads Google ads	GM USED CAR MGR MARKETING MGR	To increase our marketing budget in efforts to acquire more used cars other than Auction.	4/15 - 6/30 - 5/31

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
Increase used car sales per month to average 50+	Have 48 hour turn around time, price to market and extend spiffs for used car sales.	GM / USED CAR MGR / SALES MGR/ SERVICE MGR / PRODUCT SPECIALIST / SERVICE TECHS	Increase sales by 15+ units monthly from our 35 current average	4/15 - 6/30 - 5/31
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.
Maximize CARFAX Leads	Get staff better trained of our Carfax portal that provides seller leads	USED CAR MGR SALES MGR INTERNET MGR CARFAX REP	To properly work and follow with our CARFAX provider leads, giving us more potential buying opportunity.	4/15 - 6/30 - 4/31 & 5/15
Acess to bigger Sister Store Inventory	Sister Store Owner Approval Website Provider for sync	GM / OWNER / USED CAR MANAGER	To acquire access and permmission to advertize and sell from our large sister store used inventory on our website.	5/1 - 6/30 - 5/15
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.

By putting processes in paper and distributing them to the staff making it very clear. Management accountability by me 24/7 no exceptions. All this to be done by keeping a transparant enviornment of everyones responsibility and expectations on a daily basis.



HOMEWORK 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.

We are to hold a mandatory manager department meeting this Friday 4/15/2022 not only to get the ball rolling but to spread a message of unity, growth and remind all of our true potential/value.

Sponsor Signature: _____