



## HOMEWORK ACTION PLAN

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

Name Shawn Jeffrey Class # N388

Dealership Warrensbug Ford Date 4/16/2022

Current Situation or Challenge to be Addressed:	Inventory turn		
Current Performance Level (include specific measure):	Current pre owned turnrate is 6.8 per year.		
Goal (what do you want to achieve?)	12 turns per year while maintanng csi and avg peer group gross front and back.		
Goal Performance Level (include specific measure)	12 turns per year. Maintain current CSI. Average \$4500 front and back gross.		
Goal Start Date:	5/2/2022	Goal End Date:	5/1/2023
First Check-in Date:	6/1/2022	Performance Objective:	All inventory pictured priced to turn. Above 90 days price 88 percent to market.
Second Check-in Date:	7/1/2022	Performance Objective:	All inventory over 90 gone. Move to 60 day hard out. Sell to sister stores or auction.
Third Check-in Date:	7/1/2022	Performance Objective:	Make sure front and rear gross profit are coming up now. Better sourcing correct inventory. Check GROI and continue to improve.
Fourth Check-in Date:	10/1/2022	Performance Objective:	No inventroy over 60days and average front and rear gross \$4500 per copy.
How does your goal align with the dealers' vision?	Less pre-owned market exposure as well as more bottom line profit!		
What are the potential benefits of achieving your goal?	Growth aquisition of other stores.		



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What are the potential consequences if you don't achieve your goal?	Career loss.
Why is the goal important to you?	Love to win. Love to help my owner succeed. Want to be the best.
Potential Obstacles	NONE
Potential Solutions	Click or tap here to enter text.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	1.8 million increase in gross.

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
All inventory properly marketed online.	Vauto, NADA, Pin Power, Car Gurus, Carvana, Carmax,	John Abernathy	3days to online listing.	No end. Checks don't every Monday
90 day old inventory gone.	Vauto	Chris Sheets	By June 1st nothing over 90 days	Starts now, Ends June 1st
60 day hard out implamented	vauto	Chris Sheets	Nothing over 60 after June 31st	Starts now ends June 31st
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