



## HOMEWORK ACTION PLAN

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

Name John Hill Class # N390  
 Dealership Audi Tulsa. Date 5/17/2022

|  |   |                               |                    |
|--|---|-------------------------------|--------------------|
| <b>Current Situation or Challenge to be Addressed:</b>       | The Acquisition of used cars for inventory  |                               |                    |
| <b>Current Performance Level (include specific measure):</b> | Presently we are acquiring 15-20 cars monthly to back fill our used car inventory   |                               |                    |
|  |   |                               |                    |
| <b>Goal (what do you want to achieve?)</b>                   | Acquiring Two (2) used cars weekly through our daily service appointments   |                               |                    |
| <b>Goal Performance Level (include specific measure)</b>     | <ol style="list-style-type: none"> <li>1. Secure our repair order list daily.</li> <li>2. Choose at least 5 cars daily to appraise that would fit our criteria for sale</li> <li>3. Complete an appraisal for each of those 5 cars</li> <li>4. Complete offer letter to client and enclose appraiser's business card. Letter will include a handwritten note from the appraiser stating that the final appraisal will depend on the used car inspection and be determined by any additional work that needs to be completed.</li> <li>5. Address the letter by hand and mail.</li> <li>6. Set up spreadsheet to track responses and cars purchased</li> </ol> |                               |                    |
| <b>Goal Start Date:</b>                                      | May 23, 2022  | <b>Goal End Date:</b>         | Ongoing            |
| <b>First Check-in Date:</b>                                  | May 23, 2022  | <b>Performance Objective:</b> | Purchase of 2 cars |
| <b>Second Check-in Date:</b>                                 | May 30, 2022  | <b>Performance Objective:</b> | Purchase of 2 cars |
| <b>Third Check-in Date:</b>                                  | Jun 6, 2022   | <b>Performance Objective:</b> | Purchase of 2 cars |
| <b>Fourth Check-in Date:</b>                                 | June 13, 2022   | <b>Performance Objective:</b> | Purchase of 2 cars |
| <b>How does your goal align with the dealers' vision?</b>    | The Goal is to acquire used cars internally from our service clients which are more profitable and the lowest hanging fruit.  |                               |                    |

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| What are the potential benefits of achieving your goal?                            | Increased inventory which will lead to increased service, parts, used cars, and F&I profits. Increased profits will lead to increased ESI.  |
| What are the potential consequences if you don't achieve your goal?                | Less inventory to retail giving us less profits and less trades acquired.   |
| Why is the goal important to you?  | Our execution will deliver increased ESI, CSI and profitability.  |
| Potential Obstacles  | Lack of eligible cars to appraise, lack of consistency, lack of result.   |
| Potential Solutions  | <b>We have to be consistent in our daily work.</b>  |
| <b>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</b> | This would increase our inventory by 8-12 units monthly and our average Front Gross is \$1,750.00 which translates into between \$14,000 to \$21,000 additional dollars. Service, parts and F&I gross is in addition to this. |
|  |   |
|  |   |

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 |
|-------------------------------|---|-----------------------|--|--------------------------------|
| Secure Repair orders daily    | Internal Service Advisor                | Used Car Manager      | Out of 5-10 cars appraised we will purchase 2-4. | Monday - Friday weekly.        |
| Choose 5-10 cars to appraise. | Appraisal tool (VAuto)<br>Completed UCI | Used Car Manager      | 2-4 that will work for our inventory             | Monday - Friday weekly         |

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|--|--|-----------------------------------|--------------------------------|--------------------------------|
| Complete offer letter to client  | Office Supplies                            | Used Car Manager or his designee. | 2- 4 cars acquired             | Monday - Friday                |
| Address envelope by hand, mail with business card and hand written note included | Office Supplies, postage.                  | Used Car Manager or his designee. | 2 -4 responses                 | Monday - Friday                |
| Follow Up Call to client   | Telephone                                  | Used Car Manager or his designee. | 2 - 4 responses                | Monday - Friday                |
| Schedule Clients to come in and complete paperwork to sell cars.                 | Calendar appointments<br>Proper documents. | Used Car Manager or his designee. | 2- 4 responses                 | Monday - Friday                |
| Set up a tracking spreadsheet to track progress.                                 | Google Sheets                              | Used Car Manager or his designee. | Accurate accounting of results | Monday - Friday                |

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.

Ongoing oversight by GM and the UCM.

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

GM and UCM meet 1 time per week to review progress.



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Sponsor Signature:

JH

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