



# HOMWORK ACTION PLAN

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

Name ERNESTO SERVAN Class # 391  
 Dealership GARLYN SHELTON GMC Date 5/14/2022

Current Situation or Challenge to be Addressed:	Too much used car inventory in compare to sales.		
Current Performance Level (include specific measure):	65 a month car average with a 60 day supply.		
Goal (what do you want to achieve?)	To have a 30 day supply and sell at least 65 and more used cars.		
Goal Performance Level (include specific measure)	Pricing stragegy 30 days 60 days 90 day pricing technique. Need to price vehicles at day 0 to sell in the next 30 days.		
Goal Start Date:	5/3/2022	Goal End Date:	8/1/2022
First Check-in Date:	5/3/2022	Performance Objective:	Manage pricing every morning before starting MY day.
Second Check-in Date:	6/1/2022	Performance Objective:	Get every 60 day old plus out.
Third Check-in Date:	7/1/2022	Performance Objective:	Identify color, years, brand that sells the fastest.
Fourth Check-in Date:	7/15/2022	Performance Objective:	Increase unit per month over 65 units.
How does your goal align with the dealers' vision?	More net profit.		
What are the potential benefits of achieving your goal?	More fresh units daily and more trades.		
What are the potential consequences if you don't achieve your goal?	Inventory will get old and will lose more money.		

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Why is the goal important to you?	To maximize our potential to sell our inventory as soon as possible to start a new pattern.
Potential Obstacles	Parts shortage and wait time getting units brought in.
Potential Solutions	Find after market parts.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	Potential to increase an average of \$80,000 a month!

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
At the time a vehicle gets traded. Appraise it knowing the level of value of that vehicle	Cdk used car intelligence	Andy Whitfield Ernesto Servan	05/03/2022	05/03/2022 08/01/2022 Checkpoint every day.
Create a service drive buying center	Appraisal tool, with a check printed	Andy Whitfield Ernesto Servan	05/03/2022	05/03/2022 08/01/2022 Checkpoint everyday.
Focus on lease buys.	Manifest list (Global Connect)	Ernesto Servan	05/03/2022	05/03/2022 08/01/2022 Checkpoint everyday.
Pay sales person to buy cars	Pay them \$200 a car they purchase.	Brian Duble	05/18/2022	05/18/2022 08/01/2022 Checkpoint everyday.

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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.

Always hold people accountable, Make sure to lead by example and always motivate and celebrate results.

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

Help a meeting with all my managers to make sure we are all in the page. I also help a meeting with all my sales people to talk about all the positive changes.

Sponsor Signature: \_\_\_\_\_