



HOMEWORK ACTION PLAN

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

Name Leo Gonzalez Class # PAG 015

Dealership Mercedes-Benz Of Chandler Date 1/1/2021

| | | | |
|---|--|------------------------|--|
| Current Situation or Challenge to be Addressed: | Goal is to get my used cars to front line from 10 days down to 6 days | | |
| Current Performance Level (include specific measure): | Currently it takes average 10+ days to front line | | |
| Goal (what do you want to achieve?) | We would like to get it down to 6 days | | |
| Goal Performance Level (include specific measure) | I will be involved thru the whole process and make sure there is communication through out the whole process. Talk to PRR manager everyday, and set up new process for the PRR team to handle certain stores instead of handling all 6 stores in Chandler, for example have painter dedicated to 2 or 3 stores instead of all 6, having a point of contact to the person doing our work, instead of calling the manager and not knowing where all the cars are at. | | |
| Goal Start Date: | 5/1/2022 | Goal End Date: | 12/31/2022 |
| First Check-in Date: | 7/1/2022 | Performance Objective: | Cut days to front line from 10 to 8 |
| Second Check-in Date: | 10/1/2022 | Performance Objective: | Cut from 8 to 6 |
| Third Check-in Date: | 11/1/2022 | Performance Objective: | Maintain Course |
| Fourth Check-in Date: | 12/1/2022 | Performance Objective: | Cut down to 6 days and generate more income and get faster turns |
| How does your goal align with the dealers' vision? | Goal is to retail more and turn more | | |
| What are the potential benefits of achieving your goal? | Increase our volume and turn, more internal work for service, more gross, more trades | | |
| What are the potential consequences if you don't achieve your goal? | Consequences will be staying flat and having our cars get to the front line in 10 days or more, and continue to miss opportunity and deals, by doing my sales log cars over 30 days my GROI goes down dramatically and losing a lot of gross. | | |
| Why is the goal important to you? | Increase our sales and internal business, and increase EBT for the store | | |

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| Potential Obstacles | Market shifts, internal team getting backed up, PRR get behind, not having enough staff, lose deals |
| Potential Solutions | Weekly meeting with PRR manager and GM, Inspect what we expect, just get it done and make it happen |
| BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars) | Increase volume and gross and increase internal business, and keep our GROI high |

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 |
|----------------------------------|----------------------------------|----------------------------------|--|----------------------------------|
| Daily Used Car Review | Myself, GM | Myself, GM | Retail more units faster pace | 5/22- 12/22 |
| Review RO | Myself, GM | Myself, GM | Control recon | 5/22-12/22 |
| Track days front line | Myself, GM | Myself, GM | 6 days or less | 5/22-12/22 |
| Review Pricing | Myself, GM | Myself, GM | Price correct on Market days supply, good descriptions | 5/22-12/22 |
| Review aging | Myself, GM | Myself, GM | Make sure we are re-pricing, and looking at VDP SRP | 5/22-12/22 |
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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.



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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 will review our action plan weekly and make sure we don't go backwards, and if we have to make any adjustments we will to keep on track.

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

We will be reviewing all used vehicles.

Acquisition reviews, What are we keeping and what are we wholesaling, Keep monitoring PRR and internal, Look at our online pressence/marketing,descriptions,pricing,market day supply, and VDPS

Sponsor Signature: _____