



HOMEWORK ACTION PLAN

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

Name	Cade Simpson	Class	#	N391
Dealership	Ewing Subaru of Plano	Date		6/3/2021

Current Situation or Challenge to be Addressed:	Get back into the CPO business.		
Current Performance Level (include specific measure):	We currently sell 3-5 CPO's per month. Only retired loaners with the fee being waived by the manufacturer.		
Goal (what do you want to achieve?)	Sell 20+ CPO's per month.		
Goal Performance Level (include specific measure)	20+ CPO's per month which is approximately 15-20% of our pre-owned volume.		
Goal Start Date:	7/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	7/31/2022	Performance Objective:	10 CPO's per month
Second Check-in Date:	8/31/2022	Performance Objective:	12 CPO's per month
Third Check-in Date:	10/31/2022	Performance Objective:	15 CPO's per month
Fourth Check-in Date:	12/31/2022	Performance Objective:	20 CPO's per month
How does your goal align with the dealers' vision?	Aligns with dealers' overall vision but different from our current goals. Very limited manufacturer support for CPO.		
What are the potential benefits of achieving your goal?	More service money through recon, better visibility within manufacturer advertising, better brand loyalty and retention.		
What are the potential consequences if you don't achieve your goal?	Missed opportunities as identified above.		
Why is the goal important to you?	We want to support the growth of the brand and overall retention of our		

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	customers, even if the initial goal effects profitability.
Potential Obstacles	The last time we attempted to do this, we spent a bunch of money in recon and didn't have an aggressive pricing strategy, which ended in a large wholesale loss.
Potential Solutions	Ensure that pricing is consistent with the market and turn the vehicles quickly to maximize gross profit and capture finance opportunity.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	20+ CPO's per month at our average result in \$70,000 additional gross profit per 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
Develop CPO strategy	Subaru CPO program guidelines	UCD and Service Mgr	Create a strategy to CPO units within the parameters.	Match checkpoints above. 7/31,8/31,10/31,12/31
Communicate strategy to sales team	Put together value piece for point of sale interaction with customers	Used car sales team.	Become confident in building value in CPO's.	Match checkpoints above. 7/31,8/31,10/31,12/31
Market CPO's effectively	Develop point of sale documentation and advertise on website.	Used car sales team and marketing team.	Advertise CPO's	Complete by 7/31.
Sell CPO's to match goals.	Accountability on sales logs	UCD	Sell 10 CPO's	7/31
Sell CPO's to	Accountability on	UCD	Sell 12 CPO's	8//31

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match goals.	sales logs			
Sell CPO's to match goals.	Accountability on sales logs	UCD	Sell 15 CPO's	10/31
Sell CPO's to match goals.	Accountability on sales logs	UCD	Sell 20 CPO's	12/31

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.

Our goal is first to develop processes that will help build value in the CPO program. This will ensure buy in from our team. We are also building up to our final goal of 20+ CPO's so that it is an easier transition.

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

Weekly training will sales team and managers, along with monthly assessments to track our progression.

Sponsor Signature: _____