



# HOMWORK ACTION PLAN

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

Name Matthew Kittredge Class # N391

Dealership Coastal Volkswagen Date 6/1/2022

Current Situation or Challenge to be Addressed:	We purchase almost no cars through the service drive . We need to source both wholesale and retail cars through our service department.		
Current Performance Level (include specific measure):	0.003% or 2 cars in the month of May		
Goal (what do you want to achieve?)	2% of customer and warranty repair order count sourced through the service dept.		
Goal Performance Level (include specific measure)	We need 12-15 cars per month purchased through the service drive		
Goal Start Date:	7/1/2022	Goal End Date:	9/30/2022
First Check-in Date:	7/15/2022	Performance Objective:	.75%
Second Check-in Date:	8/1/2022	Performance Objective:	1.5%
Third Check-in Date:	9/1/2022	Performance Objective:	1.75
Fourth Check-in Date:	9/30/2022	Performance Objective:	2.0%
How does your goal align with the dealers' vision?	Click or tap here to enter text.		
What are the potential benefits of achieving your goal?	There are significant benefits including, increasing gross profit in wholesale, increasing used car inventory (every car is valuable right now), potentially selling a new or used car.		
What are the potential consequences if you don't achieve your goal?	We need to constantly change and adapt, we have to find new ways to source inventory as the traditional methods are dried up or too costly. If we don't adapt we will be out of the used car business.		
Why is the goal important to you?	The goal is important as it will help the company continue to be healthy and profitable. In turn when the company does well the employees do well.		
Potential Obstacles	Service Advisors and or managers will not want to work with the sales department as they will feel this will cut into their pay/commissions.		

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<b>Potential Solutions</b>	Incentivize both service advisors and or manager when a car is purchased. Pay them what they would have made on that repair plus a spiff of \$100
<b>BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)</b>	If we can achieve our goal of 2%, we will add 10 vehciles either retailed or wholesaled per month. YTD we are averaging a combined \$6437 PNVR. This would add \$64,370 to our monthly gross profit. There would also be other ways to add to this number that are not quantifiable at this time.

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
Hold a meeting to discuss plan to ramp up used car purchases in service.	Lunch with management/sales/service staff.	GM	Employee buy in and a rough plan to achieve 2% acquisition by 9/30/2022.	6/15/2022 start 7/1/2022 end with a check in every 3-4 days with management for plan
Every service car receives an appraisal	Salesperson assigned to drive	Sales Manager	100% appraisal on service cars	7/1/2022 - never ending. Check in daily.
Create a daily log to be emailed to upper management	Data - ROs /cars purchased.	Service manager and sales manager	Daily report of how many oppotunities and how many cars acquired.	7/1/2022 - never ending and checked daily by GM
Rotating schedule for sales person assignment to drive	Schedule maker	Sales Manager	100% coverage in service drive by sales	7/1/2022 - never ends and a schedule will be put together weekly.Checked weekly by GM
Incentive for Service and Sales Staff	Money/Payroll	GM	Pay plan to incentivize service staff to push customers to sell or trade their car.Pay sales rep a flat to appraise and acquire	7/1/2022 - never ending, paid weekly.

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			a used car from service	
Click or tap here to enter text.				
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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.

Daily log sheets filled out and emailed to GM. Its as simple as inspecting what you expect.

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

As outlined in the first action step, we will have a launch meeting to get buy in, provide details and roll out incentives. This meeting will include all necessary staff, get any additional ideas and provide the target dates for implementation.

Sponsor Signature: