



HOMEWORK ACTION PLAN

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

Name <u>Brad Dawson</u>	Class # <u>N391</u>
Dealership <u>Rocky Mount Dodge</u>	Date <u>6/5/2022</u>

Current Situation or Challenge to be Addressed:	Photos and descriptions on every preowned vehicle		
Current Performance Level (include specific measure):	As of today we have pictures on 53 of 69 cars, and all descriptions are auto generated by vauto. Of the 53 pics 9 cars only have 1 picture.		
Goal (what do you want to achieve?)	Pics at time of appraisal for immediate upload, and generic pics by day 2, salesperson to get story from customer and add to recon sheet at time of trade. Salesperson who trades for it owns it while we have have it, pics, description and timeliness.		
Goal Performance Level (include specific measure)	Starting Monday 6/6/22 we will have a sales training on what sales people and managers are responsible for. Managers will be responsible for all street purchases and sales people trades. I will handle any and all auction purchases.		
Goal Start Date:	6/6/2022	Goal End Date:	9/30/2022
First Check-in Date:	6/30/2022	Performance Objective:	60% of trades, and purchases with pics by day 2 and 60% of vehicles with vehicles specific descriptions. Only recent trades and purchases
Second Check-in Date:	7/15/2022	Performance Objective:	90% of trades, and purchases with pics by day 2 and 60% of vehicles with vehicles specific descriptions. All vehicles traded or purchased from 6/13/22 and forward from there.
Third Check-in Date:	8/1/2022	Performance Objective:	97% of ALL vehicles in stock with either preliminary pics or normal front line pics.

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Fourth Check-in Date:	9/1/2022	Performance Objective:	99% of all vehicles with unique descriptions and good photos.
How does your goal align with the dealers' vision?	This goal aligns with our vision of turning our [reowned vehicles at a fdate rate with more SRP's and VDP's. Which in turn lead to more leads and converts to more sales/turns.		
What are the potential benefits of achieving your goal?	More VDP's?turns. Sales people and managers take ownership of preowned inventory and become invested in total department sales.		
What are the potential consequences if you don't achieve your goal?	Continue with same problems of having two people(me and my GSM) onl ones monitoring website/photos and descriptions. Also no improvement in turn and with economy slowing aging and flooring expense rises.		
Why is the goal important to you?	Increased turns increase profitability due to less problems with aging, lot rot, and flooring expense. Also gives us chaces to take more chances with edgy inventory and take some swings at inventory we kept in the past. Also we should be able to sell incrementally more preowned vehicles each month.		
Potential Obstacles	General laziness, loss of interest and not seeing the WIFM (what's in it for me) with how this can help all of us.		
Potential Solutions	.A slight adjustment to payplans or bonuses for for compliance and performance.		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Incrementally we should pick up 4 deals per month or 10% more volume based on our metrics improving. We avg \$3,119 puvr at our current expense structure we average 48% net to gross so an additional \$5,988 per month and annualized an additional \$71,861 in net. All this with minimal extra work for each sales employee.		

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
sales training every day on	Breakfast on Mondays and	Myself/ Tony(my	Partial buy in and	6/6/22 with no ending date, need

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picture taking and description writing	Fridays. Camera, and great attitude.	GSM)	trepidation at first.	to train constantly
Vauto training	Vauto/willing attitude	All sales managers	For salespeople basic understanding of pic uploads, and managers being able to monitor inventory.	6/13/22 with prlim training completed by 6/30/22
Daily vauto descriptions and pics	vauto	Tony Mclaughlin	Daily coaching improving description	6/13/22-7/15/22 daily after that weekly
Inventory meeting	Sales managers/ myself	Brad Dawson	We would all learn our inventory better, all monitoring SRP/VDP conversion rates. More turns	6/6/22 and every Monday there after.
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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.

Click or tap here to enter text.

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

Click or tap here to enter text.

Sponsor Signature: _____