



# HOMWORK ACTION PLAN

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

Name AJ RICE Class # NADA392  
 Dealership CAPITAL TOYOTA Date 6/21/2022

Current Situation or Challenge to be Addressed:	We don't have a tracking process or report that we look at that tracks ACV over and under allowances on trades. We want to come up with an internal report to track this date and improve and hold ourselves accountable of holding back on trades of an overall average of \$400.00.		
Current Performance Level (include specific measure):	We are at 0% level at the moment due to no followed process to track this element. Because we do not track accurately to know the real percentage.		
Goal (what do you want to achieve?)	We want to increase efforts on holding gross on opportunities we have with trade ins. With this process we hope to add additional profit to the new and used car departments.		
Goal Performance Level (include specific measure)	To get to and maintain at least a 50% holdback of all trade-ins that come happen at the dealership. With an average amount of \$400.00 on each trade in.		
Goal Start Date:	7/1/2022	Goal End Date:	12/1/2022
First Check-in Date:	8/1/2022	Performance Objective:	To be at a 20% held on all trade-ins, with a minimum of 275 per car held on.
Second Check-in Date:	9/1/2022	Performance Objective:	To be at a 30% held on all trade-ins, with a minimum of 275 per car held on.
Third Check-in Date:	10/1/2022	Performance Objective:	To be at a 40% held on all trade-ins, with a minimum of 350 per car held on.
Fourth Check-in Date:	11/1/2022	Performance Objective:	To be at a 40% held on all trade-ins, with a minimum of 350 per car held on.
How does your goal align with the dealers' vision?	The goal aligns perfectly with dealers vision to increase accountability on trade in opportunities to increase profitability on each deal.		

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What are the potential benefits of achieving your goal?	Potential benefits are: adding additional gross each month to the dealership. Which increase pay across the board of- owners, managers and sales staff.
What are the potential consequences if you don't achieve your goal?	Potential consequences: missing oportunities on making additonal gross on each deal. Along with not having a tool/report to keep managers and saels people accountable on there process.
Why is the goal important to you?	The goal is important to me to of course make additional income. But as well to be able to show and help sales people to see the overall picture of what just a few hundred dollas does to the improved success of the department.
Potential Obstacles	To keep up with the report daily. Getting managers to input the reports daily for the most accurate and completed data as well to be the most time effcent way.
Potential Solutions	To simply be looking at the report every day the following morning and addressing if there is missing date to apporpriate individual.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	The bottom line impact is huge to the store. If we take our average trade in percentage which is at 38%. Then take the average units sold in our department (300). That means we would take in on average 114 trades with our goal of getting to holding at a minimum 50% to be 400 per. That means per month that would increase the gross by 22,800 monthly and 273,600 anually.

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
Come up with excel spreadsheet in google doc that work for all managers to use.	Just time and effort to come up with an easy report to be completed daily.	GSM	Have all mgrs who aprasie cars on board and have a clear understanding of objective. To be at a 20% held on all trade-ins, with a minimum of 275	8/1/22-8/16/2022

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
			per car held on.	
To check to see if on target for goal set in place.	To have set time up to meet with mgrs to go over data	GSM	To be at a 30% held on all trade-ins, with a minimum of 275 per car held on.	8/16/22- 9/1/22
To congratulate mgr with highest percentage on trade-ins held on.	To have set time up to meet with mgrs to go over data	GSM	To be at a 40% held on all trade-ins, with a minimum of 350 per car held on.	9/1/22- 9/15/22
To congratulate the mgr with highest percentage on trade-ins and money held on as well.	To have set time up to meet with mgrs to go over data	GSM	To be at a 40% held on all trade-ins, with a minimum of 350 per car held on.	9/15/22-9/30/22
To have a meeting with sales staff to show impact to the stores gross by holding on trades.	Time to come up with a short powerpoint presentation to show sales staff the importance of this for the store.	GSM	To have better and more buy in from the sales staff.	10/1/22
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Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

The way we won't go away from our process is very simple. This is a clear and perfect understanding to be completed daily by our managers. Anything other than the buy-in process will not be tolerated. We will also remind our managers that this 50% goal and \$400.00 per car is just a base line metric that we want to get to. That we will look to increase from there as long as data aligns with this. We will also add an additional spiff program to managers that will be a \$500.00 bonus added to the commission check. As well we will have a trophy passed around to be on desk managers desk and create the culture of competitions and pride to have sustainability.

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

We utilize a very transparent communication process between GSM and desk managers. As well we all understand with increased focus on this it will lead to everyone making additional money.

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