



HOMWORK ACTION PLAN

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

Name Derek Chapman Class # N392
 Dealership Chapman Scottsdale Dodge-Chrysler-Jeep-Ram Date 6/16/2021

Current Situation or Challenge to be Addressed:	<ul style="list-style-type: none"> - Improving low trade-in capture rate because of a lack of new vehicles it's hard to capture trades - Improving the reconditioning process 		
Current Performance Level (include specific measure):	We're at 84 used units sold for June 2022.		
Goal (what do you want to achieve?)	Sell more used units, specifically anything with a trunk b/c high gas prices have incentivized people to not buy anything that consumes a lot of gas.		
Goal Performance Level (include specific measure)	1,200 used units/year		
Goal Start Date:	3/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	4/1/2022	Performance Objective:	91 used sold out of 100 goal
Second Check-in Date:	5/1/2022	Performance Objective:	91 used sold out of 100 goal
Third Check-in Date:	6/1/2022	Performance Objective:	Click or tap here to enter text.
Fourth Check-in Date:	7/1/2022	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	A strong Used Department is key.		
What are the potential benefits of achieving your goal?	Ensuring the store can stay well above water, especially in this market.		
What are the potential consequences if you don't achieve your	Used Department fails and the rest of the store suffers.		

HOMEWORK ACTION PLAN

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

goal?	
Why is the goal important to you?	Because the store's success depends on it.
Potential Obstacles	- lack of inventory - dealerships pertaining to the manufacturer taking a long time with recall repairs after we send them vehicles
Potential Solutions	- our GM and Used Manager are establishing new sources of vehicles/connections (building a relationship with our two Yuma stores for example) to try and get as many opportunities as we can - we've expanded the Reconditioning Department to three people.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	The store flourishes.

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
Expand Reconditioning Department	Add two personnel	Recon Manager, Service Manager, and General Manager	Faster recon process	Once a month from March-Dec 2022
Add techs	Other stores, from schools, etc	Service Manager, and General Manager	Faster repair process	Once a month from March-Dec 2022
Utilize trusted vehicle sources	Use other stores in our Group as vehicle sources	General Manager and Used Manager	Increase our inventory	Once a month from March-Dec 2022
Click or tap here to enter text.	Click or tap here to enter text.	Mike and myself	Click or tap here to enter text.	Click or tap here to enter text.
Click or tap here	Click or tap here	General Manager,	100 units/month	Click or tap here

HOMEWORK ACTION PLAN

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

SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
to enter text.	to enter text.	all Sales and Finance Managers		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.

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 stay on top of the manufacturer dealerships to repair recalls in a timely manner, keep building positive relationships with other stores in our Group so as to raise our used vehicle capture rate, and cultivate strong salesmen via mentorship from finance and sales managers.

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

Our Used car manager will continue to direct what is needed through first the Used Department, then Service, then back to Used.

Sponsor Signature: _____