



# HOMWORK ACTION PLAN

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

Name Kyle Tolbert Class # N392  
 Dealership Transitowne Kia of West Seneca Date 7/1/2022

Current Situation or Challenge to be Addressed:	xLack of used car volume		
Current Performance Level (include specific measure):	Over the last 12 months we are averaging 33 used cars delivered in an month		
Goal (what do you want to achieve?)	Increase used car deliveries to 45/month		
Goal Performance Level (include specific measure)	With this increase in units sold we will decrease our holding costs and turn our inventory more effectively.		
Goal Start Date:	5/1/2022	Goal End Date:	10/1/2023
First Check-in Date:	6/1/2022	Performance Objective:	40 used car delivered for the month of may
Second Check-in Date:	8/1/2022	Performance Objective:	45 units delivered
Third Check-in Date:	8/1/2022	Performance Objective:	Click or tap here to enter text.
Fourth Check-in Date:	10/1/2022	Performance Objective:	Click or tap here to enter text.
How does your goal align with the dealers' vision?	Increased used vehicle turns will lessen reliance on new vehcile department. Will also keep UCM focused on turning inventory faster		
What are the potential benefits of achieving your goal?	Increased used vehicle gross and decreased holding costs as interest rates on floor plan increase		
What are the potential consequences if you don't achieve your goal?	Increased reliance on new vehicle department to cover expenses of the store.		

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Why is the goal important to you?	With focus on Used vehicle department will allow our store to continue to grow and increase our marketing
Potential Obstacles	Increased volatility of Used vehicle market
Potential Solutions	.Turning inventory faster will lessen the effects of the volatility of the used car market
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	\$60,000/ month increase in gross profit for used vehicle department

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
Weekly lot walks with UCM and sales staff	Click or tap here to enter text.	UCM and GSM	Increase attention to Used Vehicle lot	05/01/22-10/01/22
Renewed CPO focus	JMA rep	UCM and GSM	Increase CPO sales and service gross increase	05/01/22-10/01/22
Increase social media presence for Used vehicles	Click or tap here to enter text.	UCM,GSM and marketing departmnet	Increased exposure	05/01/22-10/01/22
Hit list for old age used vehicles	Click or tap here to enter text.	UCM, GSM	Increased recognition of old age vehicles	05/01/22-10/01/22
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.
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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.

Weekly meetings with staff to go over used car process and leads. Also starting July 7th we are utilizing a 3rd party BDC company to help with lead follow up for used vehicles only.

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

Click or tap here to enter text.

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