



HOMEWORK ACTION PLAN

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

Name	SUSAN DEPAULA	Class	#	N393
Dealership	DEPAULA CHEVROLET INC	Date		8/5/2022

Current Situation or Challenge to be Addressed:	NEW VEHICLE ACCESSORY PROCESS		
Current Performance Level (include specific measure):	CURRENTLY WE ARE SELLING \$29000.00		
Goal (what do you want to achieve?):	INCREASE TO \$60000.00		
Goal Performance Level (include specific measure)	USING A NEW PROGRAM WE WILL BE ABLE TO INCREASE OUR SALES BY 50% OR MORE		
Goal Start Date:	8/1/2022	Goal End Date:	10/1/2022
First Check-in Date:	8/1/2022	Performance Objective:	NEW PROCESS TRAINING
Second Check-in Date:	8/15/2022	Performance Objective:	REVIEW OF PROCESS AND MAKE ANY CHANGES, INCREASED SALES, 20 % INCREASE
Third Check-in Date:	9/1/2022	Performance Objective:	ADDITIONAL TRAINING AND ADDED SPIFFS 25 % INCREASE
Fourth Check-in Date:	9/15/2022	Performance Objective:	CONTIUNED COMMUNICATION 40 % INCREASE
How does your goal align with the dealers' vision?	TO BE ABLE TO ADDRESS ALL THE CUSTOMERS AUTOMOTIVE NEEDS WHILE INCREASE GROSS		
What are the potential benefits of achieving your goal?	INCREASED GROSS, POTENTIAL SERVICE RETENTION AND SERVICE HOURS		
What are the potential	LOSS OF GROSS, LACK OF CUSTOMER SATISFACTION		

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consequences if you don't achieve your goal?	
Why is the goal important to you?	ABILITY TO INCREASE GROSS WITH LITTLE CHANGE OF PROCESS
Potential Obstacles	BUY IN FROM SALES, PARTS
Potential Solutions	SPIFFS, TRAINING
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	INCREASING OUR GROSS BY 30,000.00 IN THE NEW VEHICLE DEPT.

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
TRAINING ON NEW PROCESS	SALES MGR/SALES PEOPLE	SALES MGR	INCREASED KNOWLEDGE OF ACC. PROCESS	08/01/22
IMPLEMENTING NEW PROCESS	SALES MGRS	SALES PEOPLE	EVERY CUSTOMER IS OFFERED ACCES.	08/01/22 DAILY CHECK IN
SHOWING ACCESS BINDER TO EACH CUSTOMER	GM INFORMATIONAL ACC SHEETS	SALES PEOPLE	MOST CUSTOMERS BUYING ACC.	08/01/22 DAILY CHECK IN
OFFER MY REWARDS	SIGNING CUSTOMER UP FOR MY REWARDS OR CHECKING POINTS	SALES PEOPLE	INCREASED SALES WITH EXTRA KNOWLDGE	08/01/22 DAILY
INCLUDING BOUGHT ACC	SALES MGR WILL ADD AGGreed	SALES MG AND	HAPPY CUSTOMER	08/01/22-DAILY

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SPECIFIC ACTION/STEP	NECESSARY RESOURCE(S)	ACCOUNTABLE PERSON(S)	EXPECTED RESULT	START, END, & CHECKPOINT DATES
	UPON ACC TO DEAL AND LET CUSTOMER KNOW MONTHLY PMT	SALES PEOPLE		
ACC ARE INSTALLED FOR DELIVERY OR WE OWE	COMMUNICATION WITH PARTS AND SERVICE DEPT	SALES PEOPLE PARTS SERVICE	SMOOTH TRANSITION AND APPLICATION	08/01/22-FUTURE
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.

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.

WITH CONTINUED TRAINING, SALES MGRS WILL ASK DID YOU OFFER THE CUSTOMER ACCESS? HOLDING SALES PEOPLE ACCOUNTABLE

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

MEETINGS MEETINGS MEETINGS! TRAINING IS A MUST WITH 2 WEEK CHECK INS ON THE PROCESS TO TWEAK ANY FLAWS OR CHANGES THAT WOULD HELP INCREASE SALES.

Sponsor Signature: _____