



## HOMEWORK ACTION PLAN

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

Name <u>Josh Blackmon</u>	Class #	<u>N391</u>
Dealership <u>Dwayne Blackmon Chevrolet</u>	Date	<u>6/27/2022</u>

Current Situation or Challenge to be Addressed:	We have identified an issue with our out of date sales process. This includes fresh up, internet leads, and phone up.		
Current Performance Level (include specific measure):	Our sales processes have not been updated since 2008. Since then, sales have dropped from 80-100 units a month to 20-30 units a month. Our out of date sales process has been a big contributor to our decrease in sales.		
Goal (what do you want to achieve?):	My goal is to implement up to date sales processes and hold our management and sales teams accountable. By going from "old school" to "new school", this will contribute to an increase in overall sales month/month year/year.		
Goal Performance Level (include specific measure)	We are currently averaging 30 cars a month new and used. My ultimate goal is to have our store running 100 units a month minimum. Our first short term goal will be 40 units a month. Once we hit that goal, we will continue to increase this number in increments of 5 all the way up to 100. We will gradually set the bar higher each month and make sure our goals are realistic and doable for our team.		
Goal Start Date:	7/5/2022	Goal End Date:	1/1/2023
First Check-in Date:	7/20/2022	Performance Objective:	Check to see how sales are tracking for the month. Follow up with sales team to ensure process is being followed correctly.
Second Check-in Date:	8/1/2022	Performance Objective:	View previous month's performance and evaluate how the new processes is working. Gather feedback from sales/management team. What do you like? What do you not like?
Third Check-in Date:	8/22/2022	Performance Objective:	(Post Academy Graduation week) - Check in with management to ensure sales team has been

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			following processes
Fourth Check-in Date:	9/1/2022	Performance Objective:	Review previous month's performance with sales and management teams. Did we hit our goal? If not, why?
How does your goal align with the dealers' vision?	We have sold 90-100 units in the past. Since we've dropped off, we have a vision to get back to hitting these numbers again. Being satisfied with 20-30 units a month is not apart of our vision. Our store has too much potential.		
What are the potential benefits of achieving your goal?	The benefits of implementing new up to date processes benefits the whole sales force. New and better processes will result in more sales, better customer experince, and will effect gross and net.		
What are the potential consequences if you don't achieve your goal?	Insanity, which is what has been going on for years. We have been trained and follow old processes and have been getting the same or worse results over that past few years.		
Why is the goal important to you?	I am a successor and this is my future dealership. When I get in the big office, I want to look back and say that I truly lead my team to better processes which results in more sells, money, customer experince, and a better overall work enviroment.		
Potential Obstacles	The two biggest obstacles I believe would be: 1. The buy in from our sales team. 2. Holding the team accountable to follow this process.		
Potential Solutions	<p>1. Be transparent. Share this action plan with them. Tell them our vision. Hold a good "buy in" sales meetings and get the team fired up about these new processes.</p> <p>2. First thing to holding a team accountable to to train them and make sure they know the process. My sales managers and myself will be the 3 enforcing the new processes. Have check ins every 2-3 days and just ask the sales team how the process is going. Running reports and keeping up with numbers is a must.</p>		
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We are currently selling 30 units a month at \$4,000 per retail which equates to \$120,000 in monthly gross profit. By selling 100 units a month at \$4,000 per retail, our total gross profit will be \$400,000. This means our gross increase will be \$280,000 per month.		

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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
Getting our sales team to buy into the new sales processes.	Well thought out sales processes typed out and laminated.	New & Used car manager and myself	This will be in the form of a sales meeting. The result is to have our team bought in.	7/5/2022 will be start date. I will know if everyone is bought in by the end of the week (7/8/2022)
Training sales team on the new processes	Management will be the training resource. If we can find a company that trains in processes, we will look into that as well.	New & Used car manager and myself	Engrave these new processes in their head. Build good habits and break old habits.	7/5/2022 (same day as the buy in) and training will last a month, or as long as needed. End date is 8/1/2022 for this step
Having the management team involved is crucial to ensure sales team is following the new processes.	Being aware of what is going on on the sales floor will be the resource. Management cannot be involved if we are not in tune of what is going on with our sales team	New & Used car manager and myself	Letting the sales team know that management will always be involved and is here to help.	7/11/2022 - This will take place directly after the sales team is trained on the new processes. Management will be involved until we know our sales team fully knows the processes - (2 months) 9/1/2022
Holding Sales Team Accountable	Our CRM will be the resource. We can manage the steps taken at each deal as well as see how sales are trending month/month	New & Used car manager and myself	Instill discipline and expectations. Praise in public, coach in private.	9/2/2022 - By this time, our sales team will be trained enough to start enforcing accountability. There will be no end date to this step as we need

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				this step year around
Monthly Check in - processes have been implemented and now it is time to track results	CRM reports	Myself	Look at month/month sales. Have we increased or decreased sales? Look at how many store visits, demo, write ups we've had. At what step do we see the customers falling off at?	9/2/2022 - This step will have no end date as it is needed for this action plan. This step will continue on the first of every month.
Retrain	Management & training company	New & Used car manager and myself	By now, we will know who needs to be retrained in our new processes. This will be a refresher for the salesperson(s) to make sure they understand the processes.	10/3/2022 - 10/7/2022 (1 week of retraining will be required for an underperforming salesperson)
Retain	Management & training company	New & Used car manager and myself	In order for our sales team to retain the new processes, one of our sales meetings will be held on processes each month. This will ensure each salesperson is retaining the new sales processes.	9/2/2022 - No end date. This will be done once a month in sales meetings and is needed to ensure salesteam is retaining information.

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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.

We will do this by branding our dealership to our sales team as a process driven dealership. We will train newly hires on these processes. We will hold a process meeting at least once a month. Management will be heavily involved with the processes as well.

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

There will be a lot of meetings held in order to accomplish this goal. I will break it down in order

1. Buy in meeting - getting our team bought in
2. Process training meeting - training sales team on the new processes
3. Managers meeting - being involved with the process
4. Manager accountability meeting - How is our sales team doing? Are we doing our best as managers to hold them accountable?
5. Retrain meeting - For any sales person that needs to be retrained. This will be done one on one.
6. Monthly check ins/Retain meetings - this will be done every month to track progress and to identify areas of improvement. This will also help us identify who is retaining the processes and who is not.

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