



HOMEWORK ACTION PLAN

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

Name <u>Raffaella Fant</u>	Class # <u>394</u>
Dealership <u>Volvo North Miami</u>	Date <u>8/11/2022</u>

Current Situation or Challenge to be Addressed:	Closing Percentage is critical. It's at 10% vs a target of 30%		
Current Performance Level (include specific measure):	Closing Percentage Jan - Jun 2022 = 10%		
Goal (what do you want to achieve?)	Closing Percentage = 30%		
Goal Performance Level (include specific measure)	Closing Percentage 20% by End 2022 and 30% by Mid 2023		
Goal Start Date:	9/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	10/1/2022	Performance Objective:	Closing Percentage: 12%
Second Check-in Date:	11/1/2022	Performance Objective:	Closing Percentage: 14%
Third Check-in Date:	11/1/2022	Performance Objective:	Closing Percentage: 17%
Fourth Check-in Date:	1/2/2023	Performance Objective:	Closing Percentage: 20%
How does your goal align with the dealers' vision?	It needs a change in the culture. More proactive than reactive. Alignment with the Brand and the target customer		
What are the potential benefits of achieving your goal?	Every customer who gets in the store wants to buy. It's an high end customer, looking for a very technology product, specific. The potential is increasing the number of the customers, having a positive impact on the gross, increasing the market share.		
What are the potential consequences if you don't achieve your goal?	Losing selling opportunities. Losing Customers. Impact on Reputation. Impact on the economics.		

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Why is the goal important to you?	Increasing closing percentage means incrementing units sold, revenues, gross profit and customers
Potential Obstacles	Sales staff not at the level of the Brand, the customer, the expectations. Limited F&I products offer
Potential Solutions	Training in: sales behavior (look to have a CONNECTION with your customer!), product knowledge, negotiation skills, F&I offer Start monitoring guest count.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	With a Closing Percentage at 20% the economic impact on Gross Profit is: - an additional \$72,000 monthly for new cars - an additional \$ 33,000 monthly for used car

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
Specific Training for Sales Team	Investment in external training	GM	Increasing skills of Sales team	- September 2022 - October 2022 - November 2022
Training with the Team	Time	GSM	Have the team at the sale level and aligned	- September - Weekly
Meeting with BDC Manager	Team	GSM	Sales Team aligned on how the appointment are set up and customers	- weekly
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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 meeting with Sales Team
- report on Closing Percentage
- Training once a month with the external Trainer

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

- weekly meeting with Sales Team
- monthly meeting with BDC Team

Sponsor Signature: _____