



# HOMWORK ACTION PLAN

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

Name Luke Brandt Class # N395  
 Dealership Apple Honda -York Date 8/1/2022

Current Situation or Challenge to be Addressed:	We want to move more of are used cars and increase used Turn		
Current Performance Level (include specific measure):	We are at 6 times per year		
Goal (what do you want to achieve?)	Want to increase to 9 and upto 12		
Goal Performance Level (include specific measure)	First goal would be 9 times per year		
Goal Start Date:	8/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	8/31/2022	Performance Objective:	6.5 times per year
Second Check-in Date:	9/30/2022	Performance Objective:	7 Times per year
Third Check-in Date:	10/31/2022	Performance Objective:	8 times per year
Fourth Check-in Date:	11/30/2022	Performance Objective:	9 times per year
How does your goal align with the dealers' vision?	With the lack of new car inventory our dealerships vision is to move more used cars		
What are the potential benefits of achieving your goal?	More volume of cars may have smaller gross per vehicle but more gross over all		
What are the potential consequences if you don't achieve your goal?	Ageing inventory that we take a loss on and loss of market share		
Why is the goal important to you?	Increase of gross and increase in market share also having fresh		

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	inventory
Potential Obstacles	Sales people not making the big gross that they are used to
Potential Solutions	Have them understand we need to push more used cars to help inventory levels stay fresh
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	If we sell 24 additional units monthly will result in an additional \$73752 in used car gross. Resulting in \$885,024 yearly gross

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
Have a price structure based of days supply	V auto to determine days supply	Used car manager and GM	Faster turn with agresive price structure	08/1/2022 and forward
Making sure we are trading the vehicles correct	Making sure we are driving them and going over with customer	All managers appraising	Inventory cost decreased and more gross in the trade	08/01 and inspected daily
Trade walk	Get time with the sales people to hype up the trade	All managers	Better knowledge on the product	08/01 as part of the process
Weekly recap of trades	Sales huddle	All managers	More knowledge of vehicles not moving	08/01/2022 and forward
Daily pricing adjsutment	V AUTO	All managers	Being competitive in the market	08/1/2022 and forward
Weekly price review	Vauto	All Managers	Being Competitive in market	Looking at this weekly 08/01/2022

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Daily volume	Sales log	All managers	Increased volume and increase turn	08/01/2022 and forward

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 need to follow the process from above and hold everyone accountable to do there parts, from the initial appraisal to the trade walks and weekly walks and huddles to go over what features our used cars have.

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

Discussed at NADA plans to put in place and discuss with the team what we need to do to be successful at increasing our used car turn.

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