



## HOMEWORK ACTION PLAN

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

Name <u>Brent Evans</u>	Class # <u>Class 396</u>
Dealership <u>Subaru of Nanaimo</u>	Date <u>8/18/2022</u>

Current Situation or Challenge to be Addressed:	Not Selling CPO Vehicles		
Current Performance Level (include specific measure):	Our Previous Gm did not participate. Zero CPO sales last five years		
Goal (what do you want to achieve?)	Participate in Subaru's CPO Program.		
Goal Performance Level (include specific measure)	Reach 50% CPO sales of same brand and 100% of eligible vehicles		
Goal Start Date:	9/1/2022	Goal End Date:	11/30/2022
First Check-in Date:	9/8/2022	Performance Objective:	Registration and info received, OEM Marketing material ordered
Second Check-in Date:	9/15/2022	Performance Objective:	Service , F&I and Sales processes in place
Third Check-in Date:	9/17/2022	Performance Objective:	Staff meeting to launch CPO and outline training
Fourth Check-in Date:	10/1/2022	Performance Objective:	Website marketing in place
How does your goal align with the dealers' vision?	We are a growing dealership with a new store under construction. This will help us meet the increased demand on GP to meet increased fixed costs.		
What are the potential benefits of achieving your goal?	Increased sales both in variable and fixed. Higher customer satisfaction and broader market share. Attract and capture Conquest customers. Improve vehicle Turn rate		
What are the potential consequences if you don't achieve your	Not able to reach expected targets for GP and market share growth. Lost clients due to competing brands with a strong CPO program. Will not be eligible for Subaru Canada highest dealer award		

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goal?	
Why is the goal important to you?	As a new GM I need to lead this dealership to greater success. Not only for myself but for all the staff that put their trust in me and of course prove myself to the ownership
Potential Obstacles	Business office perception of lost revenue opportunities. Attaining qualifying inventory. Training of sales staff on CPO
Potential Solutions	Show proven numbers that CPO vehicles produce higher business Office GP. Restructure menus to reflect the warranty wrap opportunities as well as be sure all protection products have a CPO application.
<b>BOTTOM LINE!</b> Financial Impact of Achieving Your Goal (expressed in dollars)	Move GP from \$3600 to\$ 3900 front end and F&I from \$2200 to \$2600 for a total difference of \$700/unit. With an annual target of 273 units and currently 53% Subaru Brand used sales as of Aug 1st this would result in 145 CPO units X \$700 increase per unit resulting in direct GP of \$101,500. Average increase in recon of \$300/unit results in additional internal revenue of \$43,500 for a total immediate GP gain of \$145,000. This does not take into account the increase in service work as client with warranty more likley to return and from there we have a great opportunity to upgrade to a new car over time.

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
Register for CPO with Subaru Canada	Jennifer Wedley Subaru Canada	General Manager Brent Evans	Registration complete and info sent	Sept 8,2022
Service Dept CPO training	Inspection reports/CPO warranty	Service Manager Robin Harvey	Staff knowledgeable of CPO requirements and coverages	Sept 15,2022
Re-inspect to CPO standard	Internal Service appt	Pre-owned Sales and Service Managers	Completed within 48 hours.	Sept,15,2022 to Sept 17,2022

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Hold CPO Training	Subaru Academy and Internal Sales	Sales Managers, Dan Jones & Jack Rennie	Staff knowledgeable of CPO requirements and coverages	Sept 17, 2022
Place CPO on website	D2C Media	General Manager/ Marketing Team	Impact placement on website	October 1, 2022
Track CPO sales	Subaru Canada/ our CRM ( OEC/CDK)	Sales Manager	Click or tap here to enter text.	Oct 1, 2022 and every week thereafter. Submit to G.M.
Expand CPO vehicle acquisition strategies	Lease/finance portfolio, service lane, Auctions, craigslist, facebook market place etc.	Sales managers Dan Jones, Jack Rennie and all sales staff. Sales staff receive \$300 per buy in	Purchase a minimum of 2 CPO cars per week outside of our current client base	Sept 1, 2022 and every week thereafter

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.

This is a new program for our store and will be a focus not only in our daily lot walks but results will be posted on our sales delivery board with monthly totals being reviewed at our Monthly Sales Launch Meeting

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

Due to vacations our first meeting will be held the week of September 5th to 9th

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