



HOMEWORK ACTION PLAN

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

Name Tyler Jakes Class # N398

Dealership Harry Brown's Family Automotive Date 8/22/2022

Current Situation or Challenge to be Addressed:	We have fallen into poor habits for handling internet leads. Our closing percentage has decreased significantly as a result of it. We do nothing special or that sets us apart for when customers submit an internet lead to us. We utilize video for Service MPIs, and all know the difference videos make to customers.		
Current Performance Level (include specific measure):	On average we close 10% of the internet leads we get monthly. This does not factor in duplicate leads or customers who sent in more than one internet lead. Those are counted as a single internet lead.		
Goal (what do you want to achieve?)	We want to increase our internet sales closing percentage.		
Goal Performance Level (include specific measure)	We will close 15% of our internet leads.		
Goal Start Date:	9/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	9/30/2022	Performance Objective:	We will be closing 11% of internet leads
Second Check-in Date:	10/31/2022	Performance Objective:	We will be closing 12% of internet leads
Third Check-in Date:	11/30/2022	Performance Objective:	We will be closing 13.5% of internet leads
Fourth Check-in Date:	12/31/2022	Performance Objective:	We will be closing 15% of internet leads
How does your goal align with the dealers' vision?	Our dealers' vision is to provide an Exceptional Experience for Everyone Everyday. By sending videos, we are providing an exceptional experience for our customers and going above and beyond. This goal does align with our dealers' vision.		
What are the potential benefits of achieving your goal?	By introducing videos in our internet lead process we will see a lot of potential benefits. We will increase open rate of emails, increase engagement with potential customers, increase opportunities at winning customers, increase sales, increase gross, and potentially increase turn.		
What are the potential	By not achieving this goal, we will miss out on more potential sales opportunities, and		

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consequences if you don't achieve your goal?	sales. We will also not differentiate ourselves, and not stand out to our customers as being better.
Why is the goal important to you?	This goal is important to us because we want to separate ourselves as being better than our competitors. We also want to sell more cars and make more money!
Potential Obstacles	Some potential obstacles include but are not limited to getting push back or lack of buy in from the sales staff, staff not seeing the the value and only seeing it as another thing to get in their way, and poor integration with our current systems and processes. They are likely other obstacles that will get in the way that have not been thought of yet as well.
Potential Solutions	Solutions to overcome these obstacles include showing the success our Service department has had utilizing video. We will also share the stats of increased click-through rate and increased response rate seen when utilizing video. We will make the new tool as easy as possible to use.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	By utilizing video in our internet lead process we will see an estimated monthly increase of \$59,318 in gross profit to the used car department.

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
Review benefits of video with Sales Management	Bring the idea and supporting data to the meeting	Tyler Jakes	Get buy in from the top	Needs to be done ASAP to get things moving
Set discovery meeting with TruVideo Sales	Meeting time	GM, GSM, and myself	Confirm this product is a fit and integrates well with our CRM.	Set as soon as we can, ideally within the next week.
Negotiate contract and sign up for video service	NA	GM	Completed contract	Complete by 8/29/22
Work with integration team to get set up	Necessary integrations with our tools such as our CRM and DMS if applicable.	Tyler Jakes	Successfully get tool integrated with our dealership.	Complete by 8/31/22

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Confirm new lead handling process and set expectations for new	Previous lead process	Sales Management team	Set expectations for how video is required to be used as a part of our lead handling process.	Start once we get training from TruVideo. This will be require ongoing training.
Start date for new lead handling with video.	NA	GSM	Start the beginning of us handling leads better!	Start at the latest 9/5/22.
Review process and usage.	See if we need to tweak anything and/or who needs more training.	Tyler Jakes	Find gaps in our game.	Review bi-monthly with a thorough review at the end of September.

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.

There will be two key metrics that we will track weekly to review if this behavior has changed. The first being our internet closing percentage from our CRM, the second will be percent of leads that had a video sent to it. These numbers will be key indicators of how successful we are/will be.

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

As layed out above, there will be an introduction meeting to the sale management team, a meeting with TruVideo, and a kick off meeting with our sales team to roll out this program.

Sponsor Signature: _____

