



HOMEWORK ACTION PLAN

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

	of our dealership. Increased turn rate and profitability on new & used vehicles. More sold vehicles and gross profit for our store.
What are the potential consequences if you don't achieve your goal?	I feel we have all lost some of the salesmanship we gained before COVID. Today's market many associates/Managers have retracted due to things being easy now and inventory's being limited. Our follow up and word tracks have developed to be more negative like stating I can't/we don't have/you have to wait/It's sold/Need to do a deposit...ETC. If we do not fix our leaky roof NOW while the sun is shining when the rain comes in we our "holes in our roof/Process" are going to blarjngly visible and we will loss much of the ground we have gained over the previous years.
Why is the goal important to you?	I want our team to perform better than our competition but also to someday be able to teach what they have learned and grown into leaders in our industry. I feel it starts on the phones and learning how to build a relationship with our customer's not just try to create a transaction.
Potential Obstacles	Salesman stuck in ways not buying in- Managers not buying in and keeping them on the process we train on. Managers not holding salesman to the process when not being monitored.
Potential Solutions	Consistent weekly/daily training of sales staff and management. Inspecting of what we expect on a daily basis and holding each other accountable
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Assuming we maintain our current new and used car lead average of 835 New/Used Leads and obtain the goal of 55% of leads appointments set - 90% of set shown - and 55% of Shown appointments SOLD over the next 4 months we would get 284 additional SOLD units at our current PVR front and back we would get an additional \$1,345,308 in gross profit by year end.

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
Talk to Management team about the new phone training - Schedule Group phone training twice weekly - Listen to inbound outbound calls daily Inspect what we	Updated Phone scripts - word tracks Projector - Computer & Training handouts Recorded in/out calls to go over in training Small Gifts of unspeakable value to hand out to best calls	Internet manager GSM 1 New car manager 1 Used car manager All sales staff	To start hearing thesalesman / Managers applying word tracks at the start of the call. Gathering 1. Prospect name 2. City/State 3.Desired Vehicle	09/01/2022 - 9/30/2022 Outbound Calls Step 1-4 Monitor calls daily GSM/Managers/Int Manager 1on1's when needed



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expect and keep everyone buying into the new phone process slowly			4. Hott buttons/issues 5. Deal Breakers 6. Would like to have Also by end of Appointments - September Set 46.3% show 86.1% sold vs show % to 39.77	daily
Start Training Outbound Phone Call Part Two - Sell the Value in you and the buying experience	Updated Phone scripts - word tracks Projector - Computer & Training handouts Recorded in/out calls to go over in training Small Gifts of unspeakable value to hand out to best calls	Internet manager GSM 1 New car manager 1 Used car manager All sales staff	By end of October Apt Set 49.29% show 87.4% sold vs show % to 44.84%	10/01/2022 - 10/31/2022 Monitor calls daily GSM/Managers/Int Manager 1on1's when needed daily
Start Training Outbound Phone Call Part 3 - 3 Aspects to Convey When Communicating	Updated Phone scripts - word tracks Projector - Computer & Training handouts Recorded in/out calls to go over in training Small Gifts of unspeakable value to hand out to best calls	Internet manager GSM 1 New car manager 1 Used car manager All sales staff	By end of November Appointments - Set 52.1% show 88.7% sold vs show % to 49.91%	11/01/2022 - 11/30/2022 Monitor calls daily GSM/Managers/Int Manager 1on1's when needed daily
Start Training Outbound Phone Call Start Training - Setting the appointment 10 Items to ensure you do with all Appointments	Updated Phone scripts - word tracks Projector - Computer & Training handouts Recorded in/out calls to go over in training Small Gifts of unspeakable value to hand out to best calls	Internet manager GSM 1 New car manager 1 Used car manager All sales staff	By end of December Set 55% show 90% sold vs show % to 55%	12/01/2022 - 12/31/2022 Monitor calls daily GSM/Managers/Int Manager 1on1's when needed daily



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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 consistently monitor individual's numbers to look for success/retraction. We will consistently do one on ones, maintain listening to sales calls daily and keep associates on course. We will also update our phone training based on market conditions/Changes in the market/Process when needed.

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

We do manager meeting with GSM and all managers every Monday to talk about process changes/training ideas. I also will have the internet manager and one of the other desk managers in the training as well.

Sponsor Signature: _____