



HOMEWORK ACTION PLAN

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

Name Gary Bearor Class # N395

Dealership DARCARS Honda Date 9/8/2022

Current Situation or Challenge to be Addressed:	Very high turn rate and low new to used ratio		
Current Performance Level (include specific measure):	Current turn rate is 18 and new to used ratio is .5 to 1		
Goal (what do you want to achieve?)	Grow inventory to achieve a 12 turn and .8 new to used ratio		
Goal Performance Level (include specific measure)	12 turn and .8 to 1 by December 1		
Goal Start Date:	9/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	10/1/2022	Performance Objective:	.6 to 1
Second Check-in Date:	11/1/2022	Performance Objective:	.7 to 1
Third Check-in Date:	12/1/2022	Performance Objective:	.75 to 1
Fourth Check-in Date:	12/31/2022	Performance Objective:	.8 to 1
How does your goal align with the dealers' vision?	Our teams overall goal is 1 to 1		
What are the potential benefits of achieving your goal?	Increased gross in variable, more customer retention. Increased gross in fixed ops. More net profit for the store		
What are the potential consequences if you don't achieve your goal?	More of the same! As New inventory struggles, our net will struggle. We'll also have lower returns in fixed ops long term		
Why is the goal important to you?	Because I come from used cars and it's an area I haven't given enough attention.		
Potential Obstacles	Costs of acquiring inventory		
Potential Solutions	Get creative with inventory		

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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Gross will grow by 30% Net will increase 15%
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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
Focus more on trading customers in service.	Xchange in Eleads	Marcus, NCM	Increase of 7 retailable trade ins	9/1 and every month end
Implement sales staff in helping acquiring inventory	Bonuses and pay structure	Fred, UCM	Increase of 10 retailable trades	9/1 and every month end
Make New car deals with every trade in possible	Mindset	All sales management	Increase of 10 retailable trades	9/1 and every month end
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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.

Make sure to create an entire culture around the process. Reward financially, and let staff know on a consistent basis how close or how far we are from goal.



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

There was a meeting held with detailed explanations of how to follow each process.

Sponsor Signature: _____