



HOMWORK ACTION PLAN

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

Name Mandy Housley Class # N395-27

Dealership CMA's Subaru of Winchester Date 9/1/2022

Current Situation or Challenge to be Addressed:	Answering an internet lead. Connecting with the customer before they arrive in the dealership		
Current Performance Level (include specific measure):	As of right now you will receive a price quote and are asked to come by today/tonight for a closer look.		
Goal (what do you want to achieve?)	To build the relationship before the customer comes into the dealership. Let them see you with the vehicle they are inquiring about.		
Goal Performance Level (include specific measure)	When answering a lead it will need to include the internet sales associate doing a video walk-around of the vehicle in question. This is to be completed by the sales associate who will be their point of contact.		
Goal Start Date:	9/1/2022	Goal End Date:	10/10/2022
First Check-in Date:	9/8/2022	Performance Objective:	To have each internet sales person comfortable making a video of themselves with the vehicle they will be showing to the customer. This is to be completed on all service leads
Second Check-in Date:	9/15/2022	Performance Objective:	To verify at least 50% of the leads are receiving a same day video with the sales associate and the vehicle in question
Third Check-in Date:	9/22/2022	Performance Objective:	To verify at least 75% are receiving a same day video with the sales associate and the vehicle in question
Fourth Check-in Date:	9/29/2022	Performance Objective:	To verify 100% of the leads receive a same day video with the sales associate and the vehicle in question

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How does your goal align with the dealers' vision?	Moving forward with technology. Using our resources to make the customer experience better than any other. We are always looking for ways to be better than yesterday.
What are the potential benefits of achieving your goal?	Well informed customers who are happy with the process equaling more use car sales
What are the potential consequences if you don't achieve your goal?	This is not an option.
Why is the goal important to you?	To be on the cutting edge of technology. To rise above and show how good we really are
Potential Obstacles	Push back from the sales associate. They may not be comfortable doing a video.
Potential Solutions	Working with the associates. Doing the video with them.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Building trust with customer will build a relationship

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
Week 1 Meeting with internet sales staff.	Have YouTube video to show what is expected.	Bobby Williams Mandy Housley	By the end of week one to have them comfortable taking a video of the vehicle.	9-1-22 9-7-22
Week 2 Meeting with internet sales to verify any obstacles they may encounter.	Show the videos of what was recorded in week one. The sales person can pick one they feel is the best the other they feel is the worst.	All internet sales staff. Bobby Williams Mandy Housley	To show what is working and what is not working.	9-8-22 9-14-22



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Week 3 Meeting with internet sales to see what is working and what is not .	The sales person will pick the best and worst video.	All internet sales staff Tom Sanchez (U/C Mgr) Bobby Williams Mandy Housley	To be sending more videos thank the week prior.	9-15-22 9-21-22
Week 4 Meeting with internet sales to see what is working and what is not .	The sales person will pick the best and worst video.	All internet sales staff Tom Sanchez (U/C Mgr) Bobby Williams Mandy Housley	To be sending more videos thank the week prior.	9-22-22 9-28-22
Week 4 Meeting with internet sales to see what is working and what is not .	The sales person will pick the best and worst video. Click or tap here to enter text.	All internet sales staff Tom Sanchez (U/C Mgr) Bobby Williams Mandy Housley	To be sending more videos thank the week prior.	9-29-22 10-6-22
Week 4 Meeting with internet sales to see what is working and what is not .	The sales person will pick the best and worst video.	All internet sales staff Tom Sanchez (U/C Mgr) Bobby Williams Mandy Housley	To be sending more videos thank the week prior.	10-7-22 10-13-22
Week 5 Meeting with internet sales to see what is working and what is not .	The sales person will pick the best and worst video.	All internet sales staff Tom Sanchez (U/C Mgr) Bobby Williams Mandy Housley	To be 100%sending video with the sales person indroduction.	10-14-22 10-19-22

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 have accountability partners. They can check in with each other and if they need help they will have someone to turn to.



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

We will have a weekly check in with all the videos sent. We will also have rewards for the most completed and the best videos.

Sponsor Signature: 