



HOMWORK ACTION PLAN

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

Name Daniel Watters Class # ATD-047
 Dealership Truckworx Kenworth of Dothan Date 9/12/2022

Current Situation or Challenge to be Addressed:	Reduce number of aged inventory over 180 days old		
Current Performance Level (include specific measure):	Currently at 6 units over 180 days		
Goal (what do you want to achieve?)	0 or at least unit moving to hard turn options buy this date		
Goal Performance Level (include specific measure)	0 units aged over 180 days old		
Goal Start Date:	9/12/2022	Goal End Date:	12/30/2022
First Check-in Date:	10/3/2022	Performance Objective:	Check in to see if the new procedures are working. Eliminate obstacles
Second Check-in Date:	11/1/2022	Performance Objective:	Confirm the process are working.
Third Check-in Date:	12/1/2022	Performance Objective:	Should have little to no untis over 180 days
Fourth Check-in Date:	12/30/2022	Performance Objective:	Should have little to no untis over 180 days
How does your goal align with the dealers' vision?	By removing the aged units, we can capitlize on the market data and pricing, and either make higher profits or lessen the amount we will loss on a bad deal		
What are the potential benefits of achieving your goal?	Higher profits, higher sales employee moral		
What are the potential consequences if you don't achieve your	Loss money		

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goal?	
Why is the goal important to you?	We have lost a bit of money so far this year, by completing this by the end of the year, some of the Dealerships annual profits can be recovered
Potential Obstacles	Getting the sales staff on board. Market swings. Lack of parts on recon
Potential Solutions	Incentives to the sales team to sell the units within 30 days.
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	Invaluable. With creating the process and fixing our purchasing strategy to market value, and incentivising the team to push fast, this will be come standard operating procedure. Not only recoup some losses from this year, but limiting our exposure in the future

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
Set up hard turn dates and game plan for that	Wholesale relationships.	Sales manager and sales employees	Not having un its over 180 days old	9/12- start 10/3 - check 11/1 check date 12/1 check date 12/30 end date
Pay door rate to service dept if the unit can be recon'd within 2 weeks	Engaged service dept Parts availability	Service Manager and Shop Foreman	Higher paid ervice dept, higher paid GP on used inventory	9/12- start 10/3 - check 11/1 check date 12/1 check date 12/30 end date
Add 5% bonus commision to sales rep who sells it within 30	Reporting of aged units, Engaged sales team	Sales Manager	Higher GP on used invenrty	9/12- start 10/3 - check 11/1 check date

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days of it being recon'd				12/1 check date 12/30 end date
Adjust market photos to be consistent, clean and price adjusted	Market team	Marketing Manager	Higher internet traffic and sales leads	9/12- start date 10/3 - check date 11/1 check date 12/1 check date 12/30 end date
Weekly sales meetings, go over trucks getting up to 90-100 days old	Sales Team, Aged inventory report	Sales Manager	More engaged sales team that have correct and updated information	9/12- start date 10/3 - check date 11/1 check date 12/1 check date 12/30 end date
Whole option at 120 days old, should be gone by 180 days	Wholesaler relationships, Auctions	Sales Team	Better relationships make for better and quicker whole options	9/12- start date 10/3 - check date 11/1 check date 12/1 check date 12/30 end date
Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

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.

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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.

The sales team are driven by dollars. These process will increase prfit margins on units and male the sales and service team more money

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

Every Monday morning, have a sales meeting with all our sales team and marketing manager. Go over any obstacles and how to overcome them. Celebrate the wins

Sponsor Signature: _____