



# HOMWORK ACTION PLAN

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

Name Alex Chung Class # N399  
 Dealership Mission Viejo Acura Date 10/1/2022

Current Situation or Challenge to be Addressed:	Our biggest challenge in pre-owned operations is the loss of \$20,000 on average per month.		
Current Performance Level (include specific measure):	We are selling 21 used cars a month at \$2,600 in average gross profit per unit.		
Goal (what do you want to achieve?)	Our goal is to be a profitable pre-owned operation.		
Goal Performance Level (include specific measure)	Sell 35 used cars a month at \$2,500 in average gross profit per unit.		
Goal Start Date:	10/1/2022	Goal End Date:	12/31/2022
First Check-in Date:	10/31/2022	Performance Objective:	25
Second Check-in Date:	11/30/2022	Performance Objective:	30
Third Check-in Date:	12/15/2022	Performance Objective:	18
Fourth Check-in Date:	12/31/2022	Performance Objective:	35
How does your goal align with the dealers' vision?	Our vision as a group is constant growth		
What are the potential benefits of achieving your goal?	By achieving this goal, we'll be generating more profit, which generates more pay for service, sales, and finance dept.		
What are the potential consequences if you don't achieve your goal?	If we fail to hit this goal, we'll lose an opportunity for more profit and growth.		
Why is the goal important to you?	As a leader, I see that each department should constantly look for ways to grow and improve. Not only does it generate more revenue for the		

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	dealership but it builds morale and gives sense of purpose by constantly challenging each team member to achieve the goals set in place as an individual and as a team.
Potential Obstacles	1. Lack of commitment 2. Failure to set accountability by management. 3. Adapting to the new process.
Potential Solutions	1. clarifying goals with each team member. 2. create a bonus plan that reflects the goal in place 3. constant monitoring and coaching of a team member on a daily and weekly basis
BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	We are expecting an additional \$32,900 in profit per month when the goal is achieved

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
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Pricing, Appraisal, Hard turn strategies	10/1 - 10/7
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Acq. Strategies - Service drive & Van(Private party)	10/5 - 10/7
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Performance tracking	10/1 - 10/31
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Performance tracking	11/1 - 11/30
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Performance tracking	12/1 - 12/15
Meeting	DMS & vAuto	GM/GSM/SM/UCM	Performance	12/16 - 12/31

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			tracking	
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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.

Continuous monitoring and setting a higher goal to achieve (ultimately to get to 1:1 new to used ratio).

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

Meeting with management staff and digital marketing manager to review the goal and the plan. Come up with the best action plan for the store to execute. Set schedule for training session for sales. Set up a follow-up meeting with managers to review the new process and check for effectiveness and results.

Sponsor Signature: \_\_\_\_\_