



HOMEWORK ACTION PLAN

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

Name Edgar Quiñones Class # N397
 Dealership Bob Johnson Chevy Date 10/4/2021

Current Situation or Challenge to be Addressed:	GROI is under guide on used cars		
Current Performance Level (include specific measure):	Currently at approx. 84%		
Goal (what do you want to achieve?)	To make better investment decisions in our used car department		
Goal Performance Level (include specific measure)	GROI = 144%		
Goal Start Date:	10/3/2022	Goal End Date:	6/30/2023
First Check-in Date:	11/1/2022	Performance Objective:	Profit time / Pricing Strategy execution / effectiveness
Second Check-in Date:	12/1/2022	Performance Objective:	Recon / time to front line
Third Check-in Date:	1/2/2023	Performance Objective:	Appraising / wholesale
Fourth Check-in Date:	2/1/2023	Performance Objective:	Turn rate
How does your goal align with the dealers' vision?	Right in line - M.Sofia, Used Car Director wants the used car department to increase GROI.		
What are the potential benefits of achieving your goal?	Increase in gross profit YOY.		
What are the potential consequences if you don't achieve your goal?	Lose of market share to competitors and decrease in GROI in the used department.		
Why is the goal important to you?	Absorbtion is top of mind after the current new car inventory squeeze.		
Potential Obstacles	Politics / Coordinating all influences to pull in the same direction.		
Potential Solutions	Better navigation of influencers.		



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BOTTOM LINE! Financial Impact of Achieving Your Goal (expressed in dollars)	\$5 Million
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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
Profit Time	Training & buy in	UC Director	Faster turns & Higher Gross (30day turn, 144%GROI)	Beginin of Oct. and continued, Check points monthly
Recon	Recon Employees & Space	UC Manager	Faster times to the front line (3Days to front line)	Oct.2022, on going recruitment and training
Appraisals	New Training, check list technology (carmax) quickness	Sales Management	Quicker and more efficient process (GROI increase)	Jan 2023 and ongoing training
Wholesale	Faster and more diverse	UC Director	Faster time to sale (less than 30 days to sale)	Start of 2023
Sourcing Inventory	Group auctions & Stockwave buyers	UC Managers	Increase in investment quility (increased GROI)	Now and ongoing
Merchandising	Marketing metrics, staff	Marketing Director	Better ROI on web	Now and ongoing
TURN RATE!!	Culture shift - mission commitment by all	GM	GROI !!	Jan 2023 and ongoing

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.

Culture and accountability: Clear understanding of the objectives, clear processes and clear rewards and consequences.

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

UC Director meeting, GM meeting, trench warfair and NADA training!

Sponsor Signature:

